

Electrical Merchandising

The Business Magazine of the Electrical Trade

A McGraw-Hill Publication

SEP 4 1930

SEPTEMBER, 1930

FIRE AND **FLOOD**
AND **RAGING BLIZZARD**
were powerless to check the efficiency of the
 **MONITOR TOP***



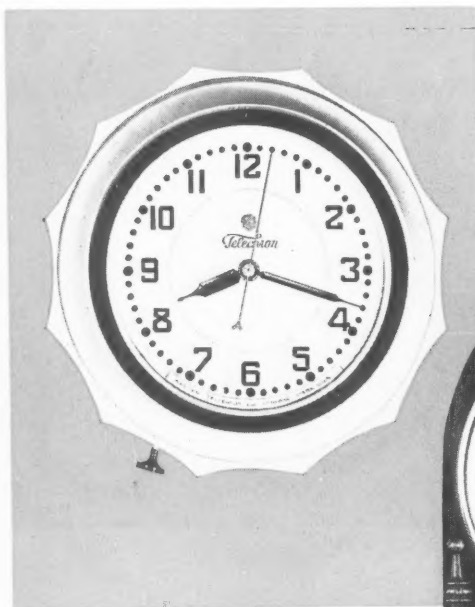
*Schenectady, N. Y., February, 1930—See Page 4

GENERAL  ELECTRIC
ALL-STEEL REFRIGERATOR

ELECTRIC REFRIGERATION DEPT., GENERAL ELECTRIC CO., HANNA BLDG., 1400 EUCLID AVE., CLEVELAND, O.

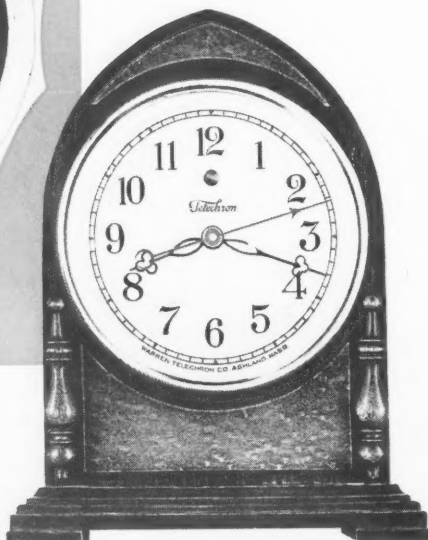
Telechron

**the original self-starting synchronous electric clock
in new models of rare beauty!**

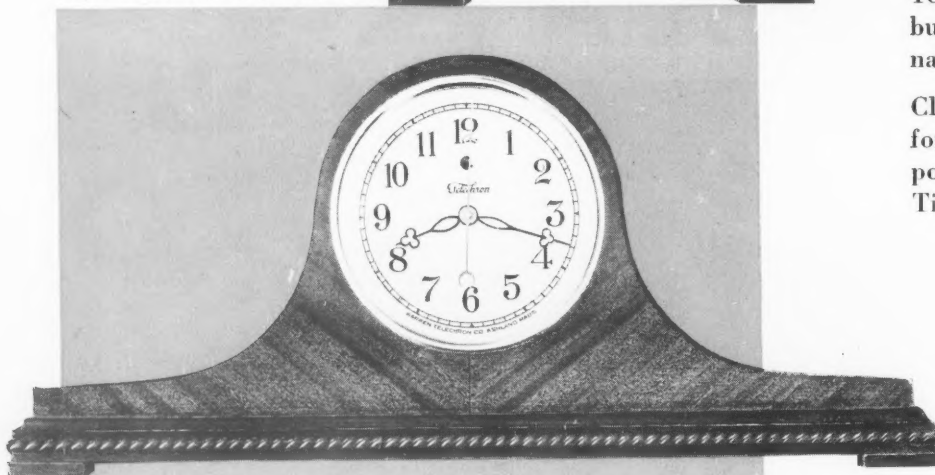


Lorraine. Retail price \$24

Hostess. Retail price \$9.75



Lynnwood. Retail price \$23



In the September 6th issue of Saturday Evening Post, and in the September issues of a number of other national magazines, the Warren Telechron Company will announce a varied line of new models. Distinguished designs, both classic and modern. Wall clocks, mantel clocks, uprights, banjos. Some of them are illustrated here.

New time! New models! *That advertising is NEWS!* It will be seen and read and talked about. It definitely directs every reader to the dealers listed under "Telechron" in the Classified Telephone Directory.

See Telechron—the original self-starting synchronous electric clock—the clock that plugs into AC outlets—the clock that is kept *accurate* by a Telechron Master Clock in the power house. Stock Telechron—and get ready for the business that national prestige and national advertising will bring you.

Clip the convenient coupon below for full information on the profit-possibilities in Telechron Electric Timekeepers.

WARREN TELECHRON COMPANY
901 Main Street
Ashland, Massachusetts

Please send me information on Telechron electric time-keepers and details of your authorized dealer franchise.

Name _____

Address _____

Electrical Merchandising

The Business Magazine of the Electrical Trade

Vol. 44, No. 3

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L. E. MOFFATT

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Tenth Ave. at 36th St., New York, N.Y.

Cable Address: "Machinist, N. Y."

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WASHINGTON, National Press Building
CHICAGO, 520 North Michigan Ave.
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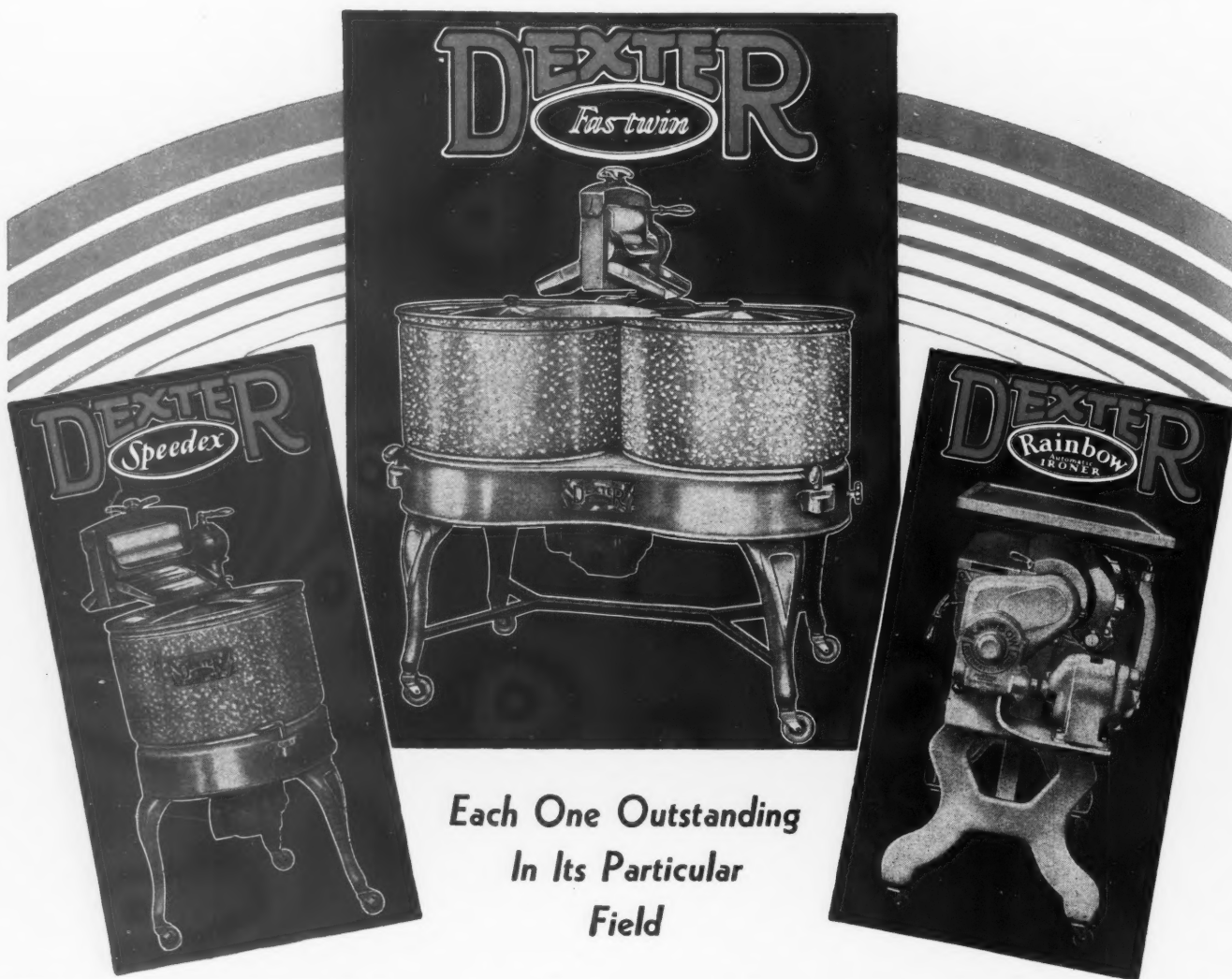
If you are especially interested in any of the following electrical devices, turn to the pages indicated:

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Slackers

Business apparently hit a second bottom at the beginning of August, just a year after it went over the top in 1929. Since then little change, but indications that a slow up-pull has set in. . . . Our index, with its final figures steady at 86.5% of normal for two weeks, rose a trifle to 86.9% this week. Last year it came down quite a peg to 111.5%, beginning its swift slide. . . . Industrial activity is still stagnant, but has reached resistance levels, despite the astonishing slackness of seasonal forward buying in wholesale lines which is leaving retail shelves bare. General trade, discounting drought doubts, has freshened since the first of the month. . . . Commodity prices are decidedly firmer. Bears are making less headway in all markets. Whether the business recovery from now on is to be slow or fast, only seasonal or permanent, is now chiefly a question of revival of individual initiative and aggressiveness which has been weakened in the past few months by repeated disappointment in miracles and by defeatist doctrines. . . . Business may be slack, but business men are slacker.

—The Business Week
August 27, 1930



Each One Outstanding
In Its Particular
Field

Dexter Home Laundry Appliances

THERE isn't a more complete line of home laundry appliances built, or a line that sells more readily; or a line that creates so much consumer satisfaction, and good-will for the dealer. The three appliances pictured, each with its own outstanding selling advantages, makes a combination that is mighty hard to beat.

DEXTER Speedex with rubber-cushioned, vitreous enamel tub, is an outstanding value in the low-price field. You can't give your customer MORE in a single tub washer at ANY price—in smooth, speedy operation; in the thorough cleansing and whitening of the clothes; in good design and finish; in mechanical simplicity. It's the washer for easy floor sales.

DEXTER Fastwin is the one washer remaining in the higher-price field that is easy to sell against low-price competition. It carries ample margin for specialty sales work and consistently WINS in competitive demonstration—because of its exceptional speed and its "two successive-suds" washing method, which eliminates boiling or the use of chemical whiteners.

DEXTER Rainbow with finger-tip safety control—is the only ironer which combines ALL of the latest accessories and convenience features of proved value. Safety has been perfected to such a degree that it is automatic. Made in two popular sizes, for either electric or gas heating. Lower priced than any other ironer that even approaches Rainbow quality.

The Dexter franchise is the most valuable in the home appliance field today, not only because of the completeness of the line, but because of the mechanical excellence and exceptional efficiency of every unit—good-will builders, every one, that make your franchise increasingly valuable year by year. WRITE!

There is an ample warehouse stock of Dexter washers near you.

The **DEXTER CO.** Fairfield, Iowa.

SEPTEMBER, 1930

Electrical Merchandising

L. E. MOFFATT,
Editor

A MCGRAW-HILL PUBLICATION. ESTABLISHED 1916

WHERE *the* Business Is

THE study of market indicators has become one of the leading indoor sports. What the other fellow is doing may or may not be helpful to our own problem but it is human to be interested just the same.

We have just finished compiling another indicator. The indicator referred to is the merchandise sales figures from power companies so widely separated as to represent every section of the country. These companies, whose sales figures we have studied, serve 6,282,000 residential customers or 32 per cent of the country's total. And the merchandise sales of all these companies for the first six months show a dollar increase of 8.8 per cent over the corresponding period of 1929.

LET us make this clear, however. Not all the companies represented in this study showed increases. About a fifth of the companies showed either slight decreases in business or totals approximating those of last year. And no single company or group showed particularly heavy gains. Many stated that unit sales were well above last year but that owing to lowered average prices the dollar total advanced but slightly.

The gains made were in the major appliance groups. An examination of the comparative sales by classes of major appliances shows some marked increases. Refrigeration shows an increase of six per cent. Ranges show the greatest increase, being 45 per cent over the comparative period a year ago. The growing popularity of the ironer is indicated by an increase of 34 per cent in unit sales. Washer sales increased 10.3 per cent in units. Vacuum cleaners alone of the major appliance group showed a falling off of 4 per cent in unit sales.

These figures, we believe, give a fairly representative picture of central station merchandising accomplishment. They do not so clearly represent the industry as a whole. Refrigeration sales in the industry have increased far more than six per cent. On the other hand, washer sales generally have not increased ten per cent. And from figures released by the association of cleaner manufacturers, vacuum cleaner sales are off more than four per cent for the first six months of the year.

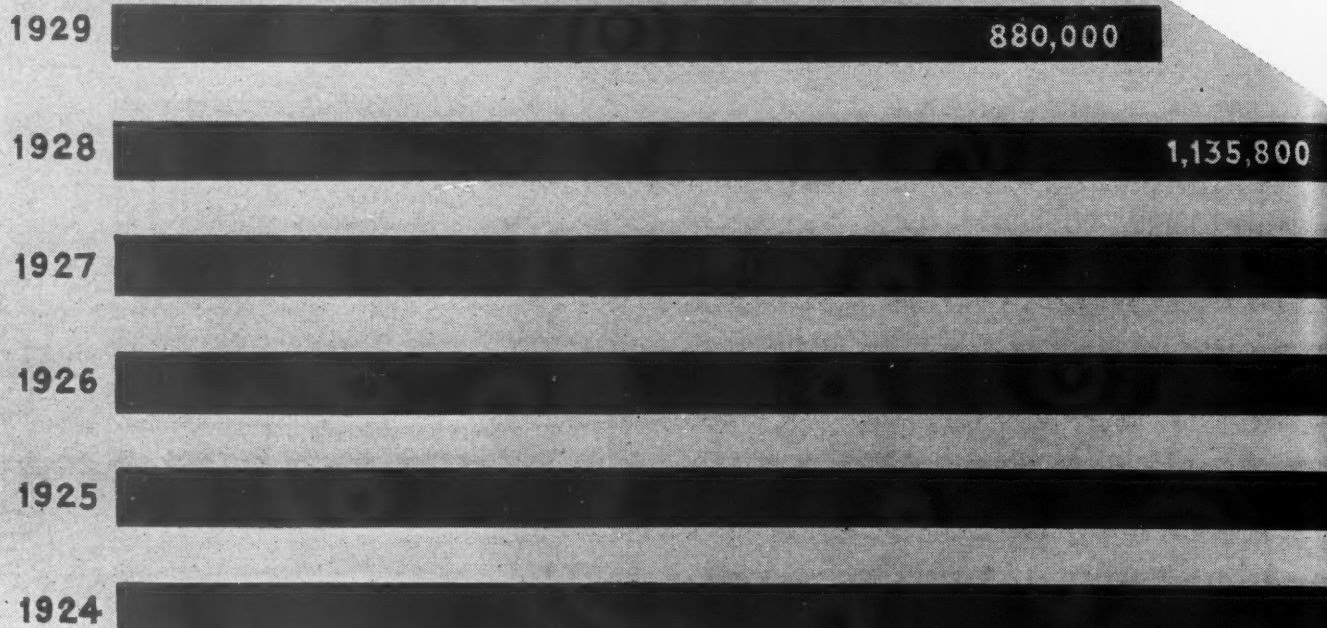
THESE figures are an indicator of importance to all the men in the appliance industry. The reason is admirably summed up in the following quotation from one letter enclosing data: "Our sales for the first half of 1930 were less than for the corresponding period in 1929; and I believe, fairly indicate conditions in our territory. We actually employed more sales people and are making greater effort than we did in 1929. It is interesting to note that the sales made by our outside sales people selling ranges, refrigerators, etc., are greater than in 1929 but that the sales made from our stores, over the counter as it were, are so much less than in 1929 as to offset the increase from outside sales. In other words, *the merchandise business we are getting is from going out after it.*"

Which, I submit, applies with equal point to every dealer, distributor and manufacturer in this business.

L. E. Moffatt

EDITOR

NEWLY WIRED HOMES



The Decrease in the Rate of Growth of New Customers

Copyright, Electrical Merchandising

Our Declining Growth in Customers

FOR years the growth of utility revenue from residential service came through the rapid addition of new customers. Industry effort was directed toward the wiring of homes. This activity reached its peak in 1924. Since that year the annual addition of new customers has decreased and will continue to decrease. This need not mean, however, that revenue increases will cease, not even in the face of continued rate reductions.

The above figures tell their own story. They are the answer to the question of where utility growth is to come from. They make clear the vital importance to the power companies of the continued and increasing sale of appliances, not alone the sale of domestic equipment by the companies themselves, but in even greater measure the importance of such policies as shall enlist all distributing and retailing agencies in this promotion.

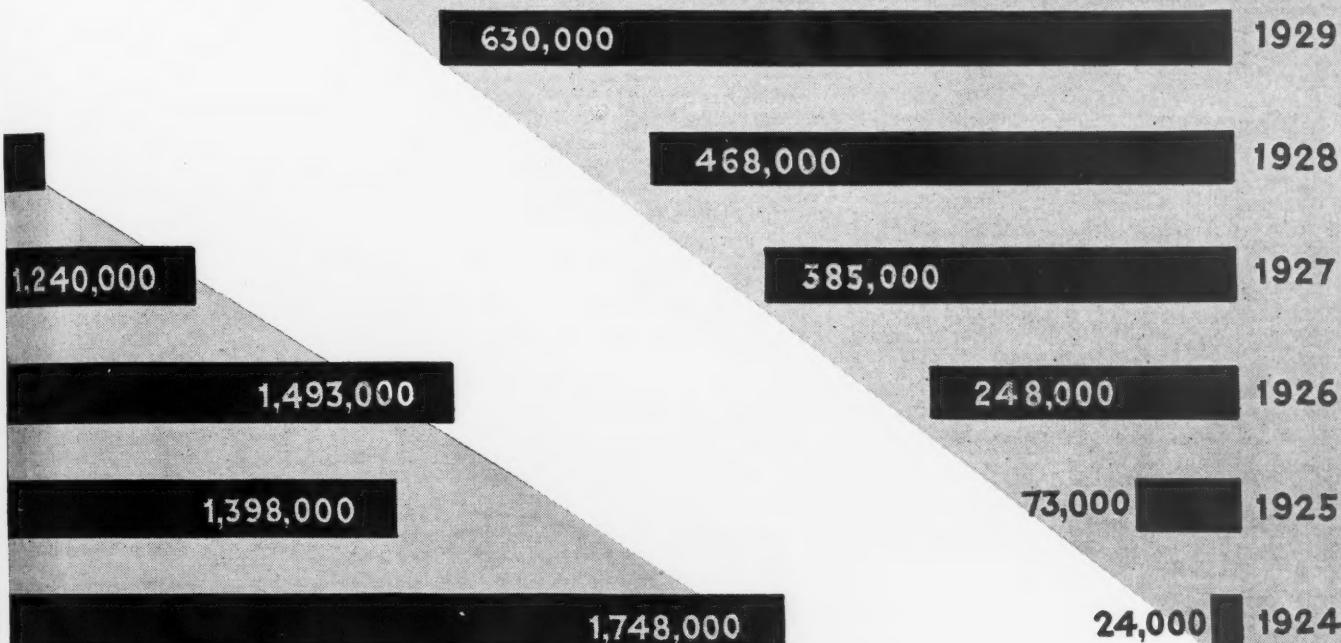
The refrigerator is the only appliance shown on this chart; not because this one appliance deserves the exclusive attention of the central station executive, but because it dramatically stands for the appliance load generally and also because the estimated revenue from the domestic refrigerating unit is practically equivalent to the average yearly revenue per residential customer—about \$30. In other words, adding a refrigerator to the lines is, in effect, like adding a new customer. In addition we can add for last year's load increase 158,000

ranges, 45,000 water heaters in the heavy load class and some millions of radio sets, irons and ironers, washing machines, vacuum cleaners, oil burners, space heaters and other appliances, in the aggregate, representing important factors of growth.

Refrigeration, however, not only gives us a clean cut example but is the appliance which a growing number of companies have successfully promoted on a co-operative basis. Last month we reported the campaign of the Associated Gas and Electric properties which added some 18,000 refrigerating units to their lines—4,000 of this number sold by dealers, and now another important system has recently made an experiment in co-operative marketing. This experiment is of great interest because it has brought immediate results and because these results are being achieved through a means which is simple for the power company and of all others most helpful to the dealers—the discounting of long term installment paper.

The company is the New York Edison System comprising the New York Edison Company, the Brooklyn Edison Company, United Electric Light and Power Company, New York and Queens Electric Light and

HOUSEHOLD ELECTRIC REFRIGERATORS



is Compensated by the Increase of Appliance Use

—and The Answer

Power Company, and the Yonkers Electric Light and Power Company. The dealers are the distributors for General Electric, Copeland, Frigidaire and Kelvinator, in the area served.

The results from May 6 until July 31 total 15,167 domestic units with a value of \$2,690,147. Of this total 12,894 units were apartment house installations.

The method as noted above is the handling by the Edison System of installment paper. Terms of 36 months are granted on installations for old apartment buildings only; 24 months on all other sales. There is no discounting charge. True interest at six per cent is charged on unpaid balances. The company buys the contracts but the dealers assume a contingent liability, in case of default agreeing to buy back the paper from the company.

AS AN experiment in co-operation the results appear satisfactory to all the participants. The dealers have written over two and a half million dollars in business and the Edison System has added over fifteen thousand refrigerators to its lines—an added revenue estimated at \$450,000 a year. To obtain this result the

Edison System has but moderately increased its selling expense and has bought \$2,500,000 of self liquidating installment paper. The activity continues. This is not a campaign. No time limit has been set. It will presumably be continued so long as it produces results.

Matthew S. Sloan, president of the New York Edison System and past president N.E.L.A., in an address to the commercial section at San Francisco in June said: "Our task is to electrify America—not just to build plants and distribution systems and be ready to supply energy, but actually to put that energy to work in every home, every work-place where it can be used advantageously. That isn't a matter of campaigns or spasmodic effort. It's a day in, day out, year in, year out task, based on local study of local requirements and conditions in each company's territory. It's a job in which company executives must co-operate with commercial managers and advertising departments." The policy described is of a nature that demands executive co-operation. If appliance use is to furnish the revenue increases of the future, such executive interest and approval for broad commercial planning will be more and more imperatively required.



Note the quick-frozen food packed in cellophane where it may readily be inspected by the customer.

This FROZEN *Food*

By Laurence

QUICK freezing is in the news. And the refrigeration industry is facing its greatest opportunity since the public first began turning to electric ice boxes.

But first a story. A fish story, too.

The scene is in Boston during the last week of a cold February. The fishing season had yielded exceptional and unseasonal returns. Boat after boat of the great fishing fleet arrived at the wharves loaded to the water line with fish. Demand, spontaneous at first, showed signs of slowing. Prices dropped. Still more fish came in. Prices dropped still further. Five cents, three cents and finally one cent a pound. Fish became a topic of conversation and even reached the headlines. Tons of fish, finally, were given away to avoid waste.

A quite different scene was being enacted in Gloucester, Mass., where the New England fishing industry has its center. Here, as in Boston hundreds of thousands of pounds of fish were landed—an almost unprecedented activity which kept up for a number of days. Here, however, was no glutted market, no dumping, no waste from deterioration. For weeks afterward, the fish were shipped to all parts of the country, and were attrac-

tively packaged—and *fresh!* They were quick frozen.

At the plant of the General Sea Foods Corporation, a subsidiary of the General Foods Corporation, more than a half million pounds of fish were frozen and packed in five days ready for shipment. At the Gorton Pew Fisheries plant the same machinery has recently been installed to perform the same operation.

It all began, as a matter of fact, about seven years ago. The process of freezing fish, meats and vegetables rapidly in which manufacturer, distributor, retailer and even the consumer are evincing such marked interest as the "latest scientific achievement," was first practically employed at that time by one Paul Willer Peterson whose systems for the wholesale quick-freezing of fish are still in operation in the Great Lakes districts today.

But with the dramatization of the fact that people could go into grocery, meat and vegetable stores and buy steaks, chops, sausages or any cuts of meats in perfect condition—and in a package—the business of quick-freezing began to broaden out in real earnest.

Let us first settle what the distinction is between quick-freezing and the older method of slow freezing. The theory which seems fairly well established by scientific experiments, concerns the reactions of tissue and cell matter of either meats or fish when subjected to extremely low temperatures. The flesh of fish is made up of millions of tiny cells, the principal content of which is water. The remainder of the cell is largely composed of gelatinous substance.

Under slow-freezing operations, similar to those which have been going on for years, it is said that water content of the cells has a tendency, during the freezing, to separate from the gelatine and form tiny ice crystals. This process goes on within the cell, the water content gradually being separated from the jelly and adding always to the microscopic ice crystal. Finally, these ice crystals, thin and needle-like, puncture the delicate membrane of the cell walls. The result is that during the

WHAT *It* Is
WHERE *It* Is Heading..
and WHAT *It* Means to
the ELECTRICAL INDUSTRY

Some of the various types of refrigerator show cases being used to display quick frozen foods.



B

usiness

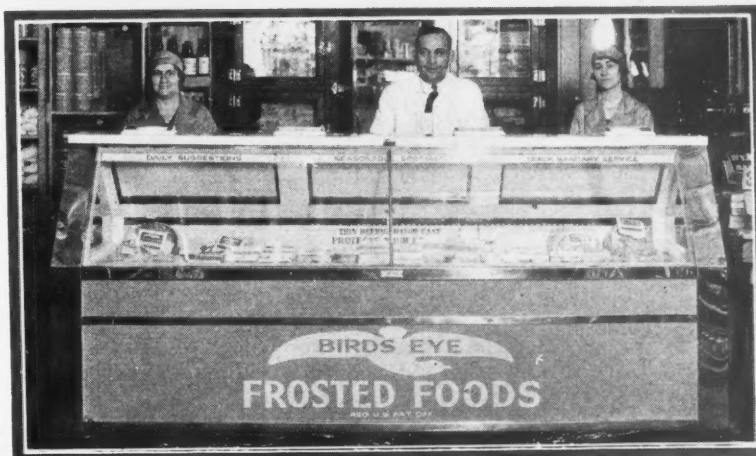
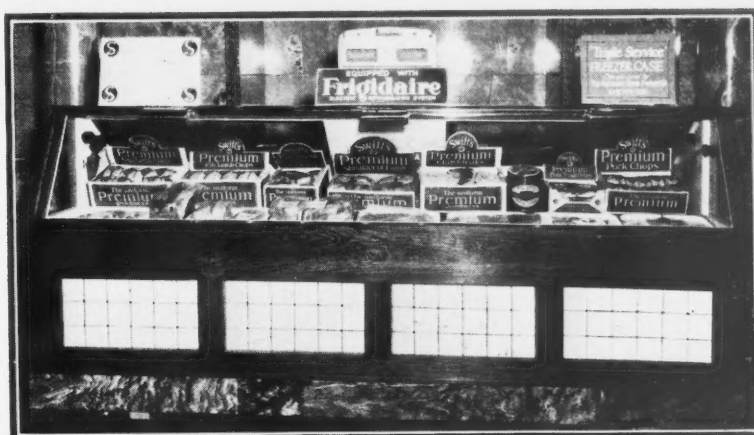
Wray

de-frosting operation, the ruptured cells allow the juices to escape. The meat or fish loses its flavor and firm compact quality of its original state.

With the new system of "quick-freezing," however, the cell substance is said to solidify as a single mass of frozen jelly. In other words, the chemical change is so rapid that the water in the cells has no chance to separate and form ice crystals. The flesh just freezes into a solid gelatinous mass of the consistency of wax. It is said, too, that the osmosis, or passage of water through the cell walls that would take place under ordinary conditions with its consequent dehydration, is considerably cut down under the quick freezing method. As a result, the de-frosting operation finds the meat or fish with all the flavor of the perfectly fresh product.

Technically, therefore, the process by which foods may be preserved in their fresh state, is already a reality. And the widespread adoption of the process by manufacturers and packers of foods, together with adequate distribution agencies would, without doubt, have the most profound and revolutionary effect on the country's system of food distribution and consumption.

It is with this same problem of distribution, however, that most of the trouble lies—at present, at least. For one thing, the packer of meats is not going to jeopardize his present retail outlets for fresh meats, because the facilities for the proper storage of frozen foods are inadequate. He recognizes that one of the major problems is to provide instead some kind of remedy in order that the frozen foods business can become a work-a-day reality. This distribution problem, therefore, is the



stumbling block at present. Principally, too, because of the very nature of the product. Quick-frozen foods must be frozen at subzero temperatures—10 or 15 degrees below zero, as a rule. They must be transported in refrigerated cars capable of being maintained at near zero temperatures and, finally, they must be stored by the retailer in display cases at 25 degrees above zero at most. Thus, when the food is taken home by the customer it is put in a household refrigerator, kept at approximately 50 degrees, where it gradually thaws to its original fresh state.

IF THE frozen foods are allowed to thaw in transit—even though they are subjected to lower temperatures at a later period—they will suffer just as the fresh food would. In this one important fundamental, frozen foods differ from canning—they will remain fresh only as long as they remain frozen. The trouble in the distribution of the foods is lack of the very dealer and distributor refrigerating equipment to keep the foods frozen until they reach the consumer. The types of refrigerated cases in general use in butcher and grocery stores are inadequate for the job unless they are capable of maintaining 15 to 25 degrees. Then again, the frozen food cases can be used for that purpose alone as other foods are in danger of being spoiled by extreme cold.

Who is going to pay for the display cases—the manufacturer of frozen foods or the dealer? The Atlantic Coast Fisheries, one of the pioneers in the distribution of frozen sea-food products, has been buying a large number of refrigerator units and supplying them to their dealers. But as capital is tied up and as in some localities there are legal provisions that only the product of the manufacturer shall be kept in his own case, a good deal of confusion would result—especially when larger numbers of meat and vegetable packers go into the frozen food business. A similar situation existed in the ice cream industry where the manufacturer was supplying his retailers with refrigerated cases costing around \$400. The ice-cream men, though, have made direct stipulations that nothing but their own ice-cream be kept in the cases.

There is still another problem which has a direct bearing on the sale and distribution of frozen foods. It has always been necessary, in the case of fresh meats and fish, for example to have them on display or in a cold compartment where they could be easily reached and brought out for the customer's approval. Frozen foods, especially meats, will have to be sold on this same idea of display in the meantime—a problem which the manufacturers have surmounted by employing some transparent wrapping material such as cellophane.

The problem of display deals no less with the refrigerator case. The old-fashioned butcher shop glass case was, of course, out of the question. And the difficulty, too, of providing a glass showcase from which the meats and fish might be sold, yet which at the same time would maintain the low temperature necessary, has taxed the ingenuity of both show case men and refrigerating engineers. At present, it seems fairly well established that the most satisfactory type of case is one that has a small glass compartment on the top for display and a refrigerator storage bin underneath from which the frozen foods can be sold. It will take a little while, though, to get the public to have complete confidence in the products they are getting although the experience of the General Foods Corporation in Springfield and other public experiments seem to indicate that no difficulty will

be experienced in this direction. As a matter of fact, that seems to be the least trouble if the Springfield experiment may be taken as indicative.

As the Springfield experiment was the first of its kind and has attracted considerable attention, I am quoting a paragraph from *Food Industries* which is directly concerned with public acceptance:

"Public acceptance of the wide line of quickfrozen products with which the Frosted Foods Division of the General Foods Company in conducting a sales test in Springfield, Mass., at the end of 12 days exceeded all expectations of the most optimistic company executives. Frozen foods were placed on sale in 10 retail outlets, chosen to give a cross-section of purchasing characteristics.

"After a day or two of novelty buying, a substantial repeat business developed and sales showed a consistent increase in all stores. In service stores customers are ordering frosted foods freely over the telephone.

"On favorable shopping days, more than 1,000 customers have purchased the products in the ten stores. Some of the larger stores are selling the products to as many as 200 families per day. After the first three days of selling, heavy cuts of meat, including beef, lamb and pork roasts, moved steadily.

"The foods are kept in two types of display refrigerators set to maintain a temperature of 10 degrees F. One type of case is an Oreole and the other a Frigidaire unit."

THE whole theory and point of quick-freezing, according to F. W. Bryce, president of the Atlantic Coast Fisheries, can be outlined as follows:

1. The possible delivery of a better product to the consumer.
2. The preserving and storing of products in times of plenty against times of scarcity.
3. The storing of seasonable products against times of non-production.
4. The reduction of waste in distribution by the shipment, from the point of production, of only edible portions of fish, meat, etc.

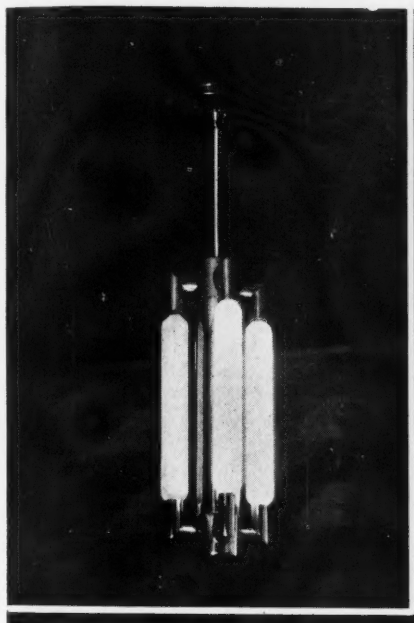
The mere fact that quick-freezing as tried out under normal conditions accomplishes these things is sufficient indication of its potential growth. And if quick-freezing had not all these advantages it might justify itself solely on the grounds of its convenience, cleanliness and packaged sales appeal. The housewife is used to buying packaged goods, she is educated to trade-marks and is easily influenced by advertising. What more can the meat packer want than an opportunity to brand his meat and sell it in a package? In addition to which he would have the advantage of more retail outlets, more stabilized prices, steadier plant operation and a probable increase, even, in the consumption of meats. He has practically everything to gain.

With quick-frozen packaged foods, therefore, a technical and engineering fact, with a public which has attested by repeat buying its liking for them, and by the many production and distribution economies that quick-freezing offers to the manufacturer, it would appear that the biggest problem lies before the manufacturer of refrigerating equipment. As the market for quick frozen foods grows, the hundreds of retail outlets handling them will have to have adequate equipment—and at a reasonable price. And both the manufacturer and sale of this equipment is of direct concern to the entire electrical industry.

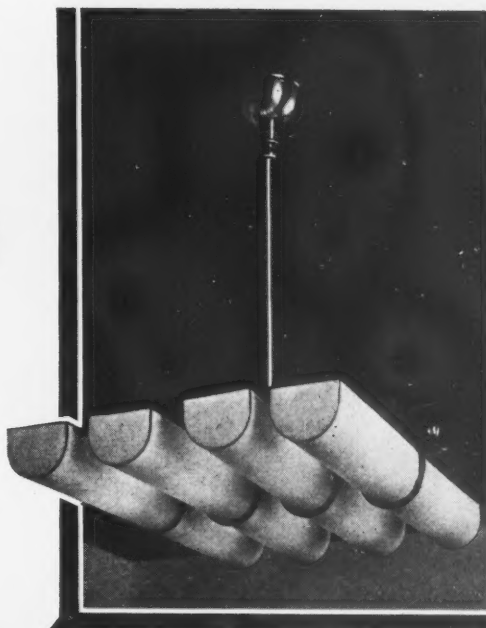
Stockholm

and Paris

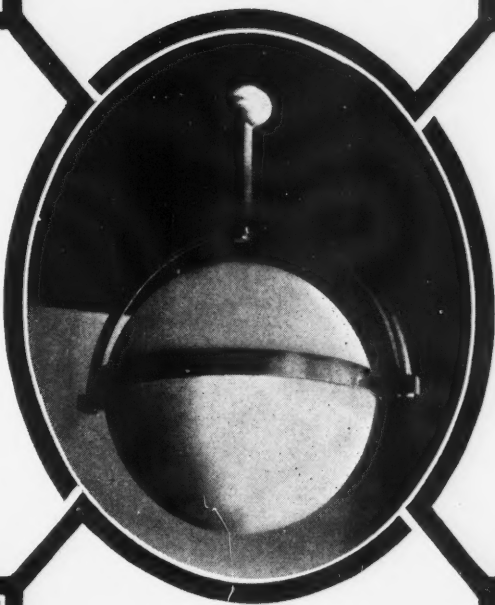
Design New Fixtures



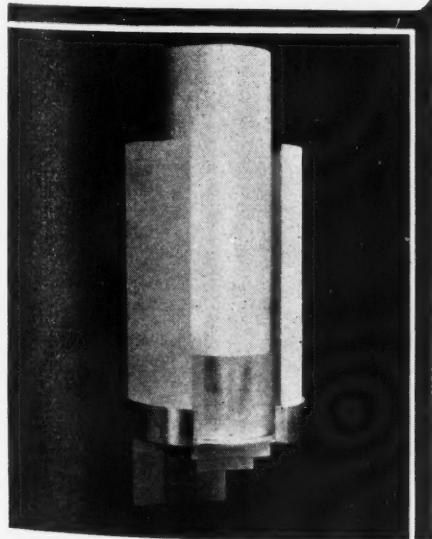
New tubular motif for the chandelier, in parchment and metal. Shown as a dining room light in model house of Stockholm Exposition of Decorative Arts.



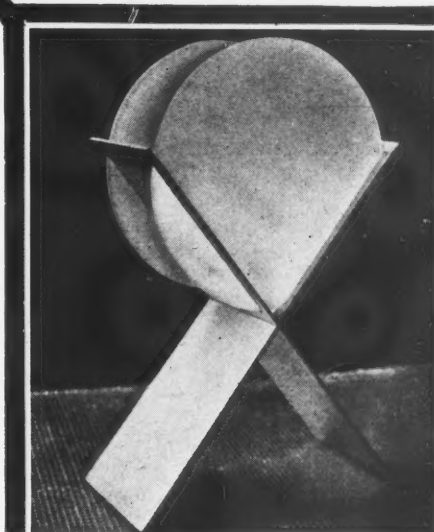
Tubular ceiling light designed for the modern house by the French decorator GABRIEL, in silvered nickel, white glass and forged iron.



Chimney light by PERZEL. The bulb is placed within a white porcelain glass chimney, and on either side there are two semi-cylinders of white ground glass held in place by silvered metal frame. Paris.



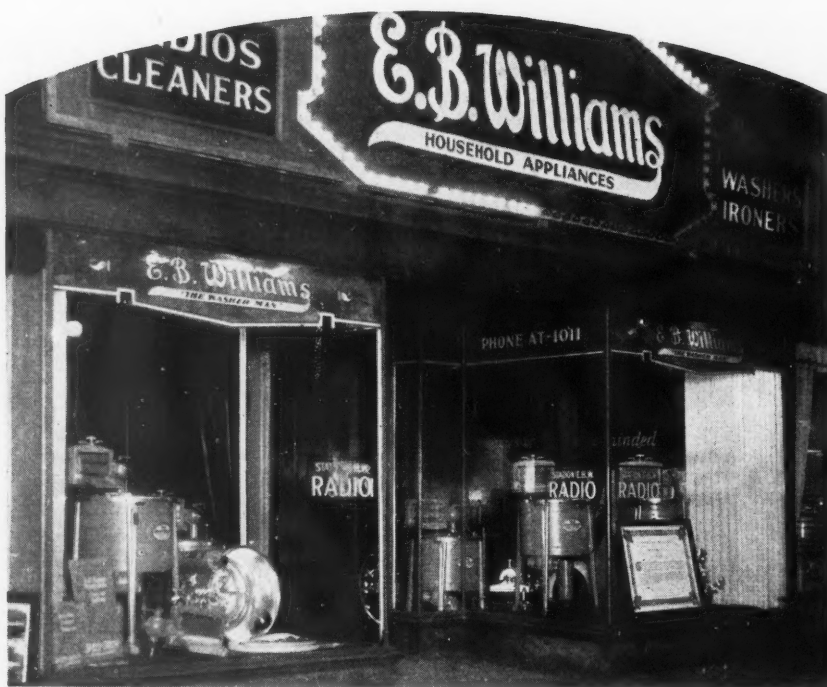
A globe ceiling light which makes full use of its reflecting areas. White glass and polished nickel frame. Shown at Stockholm Exposition of Decorative Arts.



Angles and circles are combined in table light of silvered metal and white glass. Edited by and white glass. By DAMON of Paris.

*Photographs from
BONNEY*

You Can Always Have—



E. B. Williams, at 1905 Farnam St., Omaha, is one of the city's oldest electrical dealers. His business is 60 per cent radio, 40 percent washers.



Nothing excels an active baby for creating washer business, says Williams.

Second hand washers, sold through classified advertisements, bring out people who genuinely need them, and who soon become prospects for new machines.



OLD Grover Cleveland Alexander could win ball games with only a glove and a prayer. Newspapers called it strategy. E. B. Williams, oldest electrical dealer in Omaha, defines strategy as using head to save heels, and claims it applies to washer selling. Being in a mood to talk washers when we called, he outlined some of the methods he had worked out in his years in the business.

"We stress the aluminum or copper washing machine. There is a reason behind this. First, the central station in Omaha pushes the enamel type. By being different we gain the advantage of a special talking point. The public never agrees entirely on anything. You can always have a good little business in the shadow of a big one, if you are different. Of course we carry all types of washers. This proves to customers that we are broadminded and are in a position to sell them anything. It's convincing to have other makes to offer.

"On installment sales we make it clear to customers that if they pay up in advance, we will hand them a cash rebate. Here's the way the price tag reads:

"Cash price—\$99.50.

"10-month plan is \$9.50 down, and \$10 monthly—total, \$109.50.

"12-month plan is \$9.50 down, and \$8.50 monthly—total, \$111.50.

"15-month plan is \$9.50 down, and \$7 monthly—total, \$114.50.

"If you pay up in advance on time payments,

A Good *Little* Business

Sell the type your big competitor doesn't, advises Williams. It gives you exclusive talking points.

in the shadow of a
BIG ONE—

says
E. B. Williams



we give you \$1 cash for each month still remaining. "This way the customer knows exactly what he is paying for on time payments, and has the privilege of saving some money any time. We charge only 65c. a month on the \$65 washers, and rebate on this basis. The store carries all its own paper.

"New babies make washer prospects. I know a lot of salesmen will wave their heads at this. But I mean nine months old babies, not newly born ones. We wait until the mother is home from the hospital and the youngster is growing. She'll jump at a washer then.

"Another way of obtaining washer and vacuum cleaner business is through rent or sale of used machines. Classified advertisements of the stuff we take in trade ferret out people who really need these tools. A wornout washer cannot give satisfaction, and about three months after we've sold it, a talk with the owner will usually bring about a switch, if payments are applied on a new machine. A fleet of used goods is a sure sales producer. We have one old washer that has been out five times and always brought in a sale. It is guaranteed for ninety days, and that is usually long enough."

MARX DANIELS,
one of New York's
most wide-awake
and active radio
dealers,
says



I
Sell

MIDGET *Radio*

IT MAY be the depression, concerning which we have heard vague rumors, or something quite different, but the country seems to be going in for things in a small way recently.

The bantam car which scuds through traffic like a scared jackrabbit and can be parked under the bed at night is all the well-known rage as far as automobiles go. And golf, that fine, manly pastime which has done more than any one thing to keep business men out of the office, is now better known to many thousands as "miniature" or Tom Thumb. Instead of indulging in a little quiet bridge, Mother and Father and Aunt Sarah spend their evenings peering earnestly down a putter.

The most recent addition to the ranks of the diminutive and the one, incidentally, which bids fair to create the greatest controversy is the "midget" radio. Its partisans, and their name is legion, hail its advent as they would that of a saviour. And it must be admitted here that there is a sufficient modicum of truth and good salty reasoning in their vociferous claims to make the matter well worth investigating.

At the present time, however, things seemed to have reached a sort of impasse. The electrical and radio dealers handling midgets seem to be divided into two distinct classes—those that swear by the midget and those that swear at them. Each arrays on his own side a set of

swell reasons for his particular attitude. But we are here to examine the matter impartially. In order that we may observe just what is back of their point of view, let us consider the separate experiences of two representative dealers in the city of New York.

The first of these is one Marx Daniels, whose emporium at 32nd Street and 6th Avenue, provides a healthy clientele with radio, sporting goods, cameras, home movies and a variety of other products designed for the entertainment of man. Mr. Daniels is by way of being an optimistic business man with enthusiasms which, though gratified, are inspected none the less shrewdly for signs of weakness. It has been his practice, for instance, to clear his floor of radio sets during the summer season. No amount of importuning from distributors would shake him. Radio inventories were to be practically nonexistent (he keeps one set on display) during the summer—and that's that.

AND then "midgets" came along. Originating out on the West Coast they had swept across the country gathering popularity as they came. Of modern design, attractively cased, they were produced in most instances to sell for approximately \$60, complete with tubes and dynamic speaker. Requiring little or no advertising and requiring no home demonstration, they were ideal



SIDNEY VORZIMER,

who claims to sell
more sets than any
other one store in
New York City,
says

I
Threw

MIDGETS *Out*

merchandise for counter display where they sold easily.

To Mr. Daniels, whose radio sales were practically at a standstill during the warm months, the "midget" set appeared to be a practical and engaging proposition. The chief complaint in regard to the midget, however, had been that there was not sufficient margin to assure a profit on the sale. The discount is usually about 40 per cent. The only way to make them a paying proposition was to cut selling expenses to the bone. And that is exactly what Daniels did.

In forty days that he has handled the midgets he says that he has sold 48 sets at \$59.50 apiece—and has sold them over the counter. No free demonstrations, no deliveries, no financing, no service and no collection expense. Daniels claims, too,—and this is important—that midget business has not been obtained at the expense of the larger consoles.

"There are four types of prospects for the midget radio," Daniels said. "People who can't afford to buy higher-priced sets; those who want a second, auxiliary set; prospects who live in tiny apartments; and a group who believe that radio hitherto has been too costly for the value received. It might be said that those people could all be sold more expensive equipment but I am inclined to believe, on the other hand, that the midget business is all gravy."

Practically the only expense that Daniels incurred in selling midgets was in circularizing some 500 of his steady customers—28 of whom he sold.

It must be admitted that selling methods over the country have differed to a marked degree—one reason perhaps why the question of the midget's validity as year-round radio merchandise has been so hotly contested. A number of dealers have sold them in much the same manner as they have the larger models on which there is a considerably higher discount. Others have accepted one-third down and let the customer pay for them on time. Still others have sold them door-to-door through a regular sales force.

BUT let us harken for a moment now to another gentleman. A gentleman, too, as decided in his opinions, as direct in his approach and as admittedly successful in the business of selling radio, as it has been our pleasure to meet. Mr. Sidney Vorzimer is the president of the Yorkville Radio Company, situated in that section of New York City in the East 80's which goes by that name.

The outstanding characteristic of Mr. Vorzimer is assurance. He will tell you frankly that the Yorkville Radio Company sells more sets than any other one store in New York City. And what's more you will believe him. He has sold more than \$1,000,000 worth of radio

sets in six months. He claims to be the largest independent retailer of five nationally-known makes. He handles nearly a dozen different makes of radio in all. During the Radio Trades Show held last June at Atlantic City, Mr. Vorzimer retired to his suite at the Ambassador and issued a pamphlet addressed to manufacturers and jobbers which declared boldly on the front cover: "We offer a franchise more valuable to *you* than yours is to us."

IT WILL be gathered then, that Mr. Vorzimer is not only a man that knows the radio business—he knows his own mind as well.

Sometime shortly after the June Trade Show, the Yorkville Radio Company put on a line of "midget" radio. They have sold a number of them. And Mr. Vorzimer who knows his selling costs to fractions of a cent, sold for cash only. Furthermore, no home demonstrations, no advertising, no deliveries. The midgets were on display on the counter. If a customer was attracted by its appearance or tone or price and wanted to buy, the midget was carefully fitted with tubes, wrapped and handed across the counter.

"And that's the only way I would think of selling them," said Mr. Vorzimer.

"But if there is a profit in selling them on that basis, why not continue?" I asked.

"I'll tell you why," he replied. "In the first place, I think that the midget radio will be a positive glut on the market by the middle of November. They are purely novelty merchandise and the public have a way of getting tired of novelties quickly. That, however, is not the only reason I am getting rid of midget radio. The principal reason is that the unit of sale is too low to justify my tying up valuable space and an expensive sales force in pushing them.

"Our salesmen are paid on the basis of the size of the sale they make plus the amount of the down payment. It is a sliding scale commission. They are not permitted

to accept less than 20 per cent down on any set and as the size of the sale increases, their commission jumps in proportion. We have found this one of the most successful ways of building real volume and when the volume is increased on individual sales then the net profit is automatically increased."

"Your salesmen, then, were not interested in selling a midget radio when they might jack up the volume to \$150 or \$200?" I ventured.

"Exactly," he replied. "Their bread and butter lies in selling the highest price set possible."

It should be taken into consideration, though, insofar as the Yorkville Radio Company is concerned, that they are essentially high-pressure salesmen. Operating from a single store in New York City and with space at considerable premium, they can scarcely afford to carry any line that will not yield large volume from the single unit of sale. It is Vorzimer's belief that the entire success of his business is due to just this one principle.

It does not follow, however, that electrical and radio dealers generally are going to judge midget business in just this fashion. Where there is less insistence that large volume be produced from relatively small space, the midget might flourish and prove a profitable item. Dollar margin, however, offsetting the natural selling advantages of this new merchandise, makes it imperative that selling costs be held down. It is said that in the West where the trade have had a somewhat longer experience with midgets, that a great many of the dealers carry their own paper in order to save finance charges. This means, of course, that they are departing from the "cash only" principle—the only method, apparently, by which Eastern dealers prefer to go into the business.

That there is a lively demand for the miniature sets is undeniable. And with an increasing number of manufacturers going into production daily with some variation of the midget, it is probable that even greater stability will be introduced and that a definite market will be created which will exist the year round in simple defiance of the midget's big brother.

PORTABLE WIRING *for Ranges*

One of the major drawbacks to the sale of electric ranges has always been the fact that so many prospects live either in apartments or rented houses. The tenant, naturally enough, does not wish to pay out a large sum for wiring which must remain in the house when he moves and the owner, with his premises already rented, does not care to make any additional capital investment. To meet this situation the electric range committee of the Northwest Electric Light and Power Association has proposed a form of portable wiring which will cost not more than \$35 and which will become the permanent property of the tenant, to be removed with the range and installed again in any other home subsequently occupied. The cost of such later installations would be not more than from \$3 to \$10.

The proposed portable wiring installation conforms with the requirements of the National Safety Code and

can be used in every district in Oregon with the exception of Portland, where special ordinances require the size of the conduit to be increased to 1½ in. for the service wires and to 1 in. for the range lead. It is proposed to mount the switching equipment on a large board hung with two hooks. The flexible conduit or rigid conduit, as the case may be, can be fastened to the walls with screws and clamps which may readily be removed when desired.

Care has been taken to comply with requirements of local ordinances in regard to the moving of equipment from rented houses. The wiring thus is sold with the range and becomes the permanent property of the tenant, making his range a portable appliance, usable in any later home he may occupy. It is important that this wiring installation can be reclaimed on reverted contracts in just the same manner as the range itself.

A.E.I. Convention *Discusses* UTILITY Merchandising Policies

MILWAUKEE attendance—425.
Next Year's convention—Hot Springs, Arkansas, in October—Arlington Hotel.

Winner, James H. McGraw award contractor-dealer medal for 1930—Louis Kalischer, New York City.

Significant resolutions:

- (1) Decision to study merchandising policies of power companies as reflected in experiences of certain local chapters.
- (2) Disapproval of consumer's discount schedule on lamps without proportionate increase in margin to dealers.
- (3) Disapproval of too broad wholesale selling, duplication of catalogs and excessive number of jobbers salesmen.

New A.E.I. Executive Committee:

Louis Kalischer, Brooklyn—Eastern Division.

R. R. Reid, Salt Lake City—Mountain Division.

Ernest D. Brown, Detroit—Great Lakes Division.

Re-elected:

W. W. Ingalls, Miami, Florida—South-Eastern Division.

J. H. Shumacher, Winnipeg—Western Canadian Division.

RESOLUTION

WHEREAS, for a number of years electrical contractors and dealers have been confronted with a problem of growing seriousness, arising from certain merchandising policies of power companies and whereas these policies are, in many districts, destroying co-operation and mutual confidence between the branches of the electrical industry, and are, in some districts, engendering agitation for government ownership of electric power facilities and for increased restrictive regulation and whereas the foregoing conditions are rapidly creating a national problem of imminent concern to this association;

Therefore, be it resolved that the management make a careful study of the effects of merchandising policies of power companies, as reflected in the experience of its local chapter members and that following the next regular meeting of the A.E.I. executive committee, a report of local conditions relating to the matter, then existing, be sent to members of the association.

A RESOLUTION calling for study of the growing interest of oil producers in municipal ownership of utilities marked the high spot of the Thirtieth Annual Convention of the Association of Electragists International held at Milwaukee, August 10 to 20.

E. J. Connolly, stormy petrel from California, related

activities of oil producers, compelled by conservation law to dispose of gas from their wells, in advocating municipal ownership of utilities. This gas, which must be taken out before oil can be pumped, is forcing the producers to seek markets. The fan of pipe lines which spread over the country leads to municipal markets and hence interest the oil group in utilities. The contractor-dealers voted to study this new trend, being interested primarily in merchandising policies of power companies, and watchful to see "which way the cat will jump."

Marshall E. Sampsell, President of Public Service Company of Northern Illinois and Vice-President of N.E.L.A., speaking almost extemporaneously, declared that the present was "no time to go to war."

"Correct differences of opinion within the industry—don't go outside," he urged. "Every family has its troubles."

Taking a list of questions sent to W. A. Jones, president of N.E.L.A., Mr. Sampsell gave his personal opinion as answers. Where utilities have not distributed appliances, sales have been low, he declared.

Trade-ins have been made by both the central station and the dealer. Whether they constitute price cutting or not depends on the point of view, said the utility head.

"There is scarcely any premium business today," continued Mr. Sampsell, "and very little time payment selling without a carrying charge. Wiring at below cost is not done except where the load is at low ebb, a necessity thirty years ago."

"In many communities long term facilities of central stations are being placed at disposal of contractor-dealers, but they are not used often."

In conclusion, Mr. Sampsell declared that a strong contractor-dealer group was an asset to a central station.

Louis Kalischer, 1930 medal winner, gave the story of his plan for modernizing manufacturing plants electrically while shut-down equipment could be given up-to-date efficiency without production loss.

"One cynical old contractor doubted value of the plan but decided to try it on a customer. He secured an order for four 10 hp. motors, one 100 hp., and six week's work. Another man, supplying a desk lamp for an executive with poor eyesight, sold a \$4,000 lighting order instead of a \$25 desk lamp, by pointing out that eye efficiency of entire organization was doubtless similarly affected."

Recently announced retail discounts on lamps were disapproved by the A.E.I. in a resolution, which stated that a proportionate increase in the dealer's margin of profit should be provided.



Radios on one side, washers on the other. That is the arrangement of this corner store floor plan



Charles Trenka capitalized his business on his ability to speak a foreign language

"Foreign"

One Store's Cost of Selling WASHERS, RADIOS and CLEANERS in 1929 in CHICAGO

Net sales	\$172,345.79	= 100%
Cost of merchandise	118,094.58	= 68.5%
Sales and delivery	19,865.75	= 11.5%
Advertising	3,136.81	= 1.8%
Administration and general expenses	20,580.93	= 12%
Occupancy (rent, 2 stores)	6,300.00	= 3.7%
Net	4,367.72	= 2.5%
Income Credit		
Interest on finance paper and bad debts collected	5,008.83	
Total net income	\$9,376.55	

OUT in the foreign section of Chicago, where red cabbage is a favored dish and table talk centers around news of Prague and Budapest, the language curtain cuts off communication among neighbors as effectually as it did in the days of the Tower of Babel.

Charles Trenka felt that soiled laundry and music "spoke" a common language. Aided by his own ability to twist his tongue around the perplexing speech of the Bohemian people, he has led in the creation of an electric radio business that amounted to \$172,345.79 in 1929.

"The foreigner and suburban home owner offer the two best markets for washers today," says Mr. Trenka. "The money of foreign language people is not dissipated in the many amusements that attract English-speaking people. Also they have large

CHICAGO DEALER
Develops
 \$172,345 Business
by
 Cultivating Customers
Who Do Not Speak
 English

TRADE



150 ironers, 4 brands
 in all, were sold in
 1929

families. They avoid buying any appliances until they can see their way clear to paying for them. Sixty per cent of our sales are for cash within 60 days with foreigners. At our south side store in an English neighborhood, 40 per cent is cash within 60 days, 60 per cent on time. Another thing we have discovered is the fact that you cannot high-pressure a foreigner into buying. Always he remembers the trouble his family had in the old country and insists on going slowly."

Salesmen

THE eight salesmen, working on commissions, nearly all are bilingual. A peculiarity exists in the fact that while a Bohemian-speaking salesman can sell a Polish family, on the other hand, a Polish salesman cannot sell the Bohemian family. The effect, declares Mr. Trenka, is something like a stage Englishman with a terrible accent trying to sell Americans. Customers are so doubled up with laughter at the comical chatter that the sales message is utterly lost. Demonstrations, translated into different languages are equally as effective as in English, it has been found.

Despite the fact that foreigners may not be able to speak English, they have a good working knowledge of nationally known brand names which are instantly recognized, known and accepted. Even a foreign language dealer cannot afford to do business without their prestige, Trenka declares.

Twelve years ago, when the Eighteenth Amendment closed up the wholesale liquor business, and Trenka and his two partners opened this appliance business, one of the first moves lay in tying up with known brands. It was Trenka's argument that the public might not know him, but it would certainly know what he carried and that was the quickest way of getting going.

Today the shortest discount in the house, he says, is on the Hoover vacuum cleaner. Nevertheless, the ready acceptance of this cleaner and its rapid turnover makes him happy to go along with it.

The Delight Utilities Company is an advocate of the many brand policy with washers. Trenka has found that salesmen have pets and customers have ideas and it is best to give both what they want. Stress is laid however, on three major brands (Easy, Maytag and Thor). That the washing machine is an all year proposition was discovered by this firm. Following is a recapitulation of their sales, month by month, during 1929, during the time when Chicago was alternately riding the crest of a boom and sunk in the abyss of despair:

January 1929, 94; February, 57; March, 65; April, 84; May, 70; June, 96; July, 82; August, 82; September, 83; October, 87; November, 59 December, 81.

The spinner type of washing machine has not proved so popular with foreign language people as yet, as they are slow in taking to new methods. It seems that they do not quite grasp the new principle involved. With the small hand vacuum cleaner, another new appliance, acceptance was instant.

(please turn to page 75)

Throwing Away

By Alan Streeter

"SLOW-WITTED, blind, unprogressive, egotistical!" snaps the manufacturer, characterizing the general run of his dealers.

"A load of pretty tripe!" snorts the average dealer as he exercises his inalienable right to toss the bone of contention into his trash basket and thus help to swell the nation's waste paper surplus.

For once at least, the manufacturer is not merely talking, but is actually saying something. The short thrift that most dealers make of the newer "canned" plans and other dealers' aids is little to the credit of their intelligence. There's money in them there cans. The maker's money is in them, and there is money for dealers in them. Careful and unprejudiced analysis reveals only one major reason why dealers should not make a broad use of manufacturers' selling material, and that is not a very substantial one. Let us check up on these three angles of the situation.

The Maker Cans His Cash

ONE would think, to hear many dealers tell it, that a manufacturer's investment in dealers' aid work is confined to the nominal wage of the factory janitor who prepares it; or, on the other hand, that the dealers' service department at the factory is staffed by innumerable nephews of the manufacturer's wife and mother-in-law, each of whom pulls down \$10,000 a year for publicly displaying congenital weaknesses that, really, should be confined to dark and deep closets—fabulous salaries which the maker might better devote to reducing the cost (wholesale, most assuredly) of his appliances.

But it just ain't so!

The actual situation may be shown in a truer and more unbiased way, perhaps, by tearing a page from the experience of one of the most hectically kidded service departments of its time, that maintained by Famous Players-Lasky Corporation during the years that this writer was a member of it; comparison with conditions in the appliance field reveals a situation amazingly similar.

That our service department was composed of a vast

multitude of pants-pressers, delicatessen clerks, shirt waist makers, second-hand shoe merchants and pawn-brokers' assistants,—all more or less closely related to Mr. Zukor,—was a belief ingrained to a host of our exhibitor-dealers; many others patently believed that our selling ideas and plans came from Poor Richard's Almanack and Bill Nye's humorous books. A Western exhibitor summed it up prettily when he wired, shortly after we released Fred Stone in "The Goat," that our service work smelled like the picture's subject.

It just happened that the service on that picture had been prepared by a man who formerly was an exhibitor; his extraordinary success in actual theater management attracted the corporation's sharp attention and, keen to make his ability available to its accounts everywhere, it had literally bought him out and brought him to its service department in New York. His work was constantly being subjected to the crucible of our own two New York theaters, the Rivoli and Rialto, and we precisely knew its box office value—a knowledge softened by no lack of avidity for volume.

You will find such a circumstance being paralleled everywhere in electrical appliance makers' service departments. Their men are a pretty hard-boiled bunch, selected solely for their knowledge of actual field conditions. The departments are more apt to be under-staffed than over-manned; at Famous Players-Lasky Corporation, we had four men to service 5,000 accounts on about sixteen releases monthly; three of these men functioned in other capacities also, leaving the major burden of caring for the 5,000 accounts on this writer's shoulders.

Only such definite knowledge as that related above could convince a maker that the battle, and the ensuing outlay, are worth-while—that and the knowledge that his service is heavily used by the most progressive and prosperous element among his dealers; because the outlay for the best brains, high though it be, is insignificant to what follows. This will be evident when, in a moment, we analyze the recent service output of a large washer manufacturer; it will also be instantly evident that, in the face of this disproportionately heavy expenditure, the maker would be an idiot if he were to fail to comb the earth for the best brains available. And this writer's more or less extensive travels have failed

There Is a Profit in Using

MONEY



Photo by
LAZARNICK

the Manufacturers' Brains

Electrical Merchandising, August, 1930

to disclose any idiots among appliance manufacturers.

And the manufacturer, it should be remembered, is not putting out this expensive material with any cock-eyed notion of being altruistic. His is a definite problem: a large group of dealers, 90 per cent of whom are not financially in a position to do a lot of elaborate advertising and sales promotion. As a concrete problem, then, if this manufacturer wants his dealers to sell his goods he must, perforce, give them all the help he can.

When the manufacturer sends his factory representatives to train the dealers salesman or explain the fine points of his product, he is supplying another similar service. He knows that the more the dealer learns about his product, the more competent he will be to do an effective selling job. The analogy is the same: direct-mail material so casually discarded by the dealer is just another factory representative. But to get back.

On the desk are four large and beautifully prepared portfolios, a group of canned campaigns and miscellaneous dealers' aids from a well-known washer manufacturer. Let's look it over.

The Can the Dealer Cans

HERE is a picturized sales canvass from which the greenest rookie can deliver a thorough talk on his first day out; if he just turned the pages and allowed his prospect to look at the all-embracing pictures and their pointed captions he'd be doing a better job than he could do after a month's desultory training; it even sums up for him and asks the prospect which model she wants. Practical stuff here; the Chevrolet people have been using the idea since 1925 and say it's hot; cost plenty to print too.

Here is a "9-Point Demonstration" for use in the store. The maker has violated the old amenities of sales-talk writing by using the phraseology of a good salesman—who is a little too inclined to sprinkle his talk with such platitudes as "marvelous," "wonderful" and "delightful"; but we are refreshed to find that the word "madam" is used in only about one-tenth the usual degree.

There's a really thorough development of a telephone canvass here too; the first, probably, especially arranged for washers. The maker makes no glittering promises, but says that it has been developed in actual field work and found satisfactory. It looks somewhat overlong, and lacks a cleancut approach, but it ought easily to triple returns during bad weather.

And now a "50-Second Demonstration"—*that's* worth money!

Here's a "4-Step Plan" for securing the selling aid of old customers—sound, because its systematic. And a "7-Step Plan" for getting and selling in a cold market; the maker jumps in here and supports the merchant with some beautifully printed and phrased mailing pieces, directed from the factory. Both plans include detailed instructions and full equipment down to mailing list forms, prospect work-cards, literature.

Another portfolio is devoted to department store merchandising; it strikes one that much of this material, such as the plans and specifications for painting a delivery truck, the training of store help, departmental management, compensation plans, general and direct-mail advertising, and floor display and stock control, should also be included in the specialty store section.

Perhaps the manufacturer sends both portfolios to all dealers.

Anyway, there's everything here—only an insignificant fraction has been mentioned—except patent leather shoes, chamois spats and a rattan cane for every salesman. The maker would probably supply the shoes, spats and canes too, if he could be reasonably certain . . . well, better leave that unsaid.

What's the Objection?

TWO features are characteristic of all of this material, and they answer the questions which are probably buzzing in the average dealer's mind. It is all intensely practical and adaptable to the use of any merchant; we find none of those cock-eyed theories formerly characteristic of dealers' aid work—the kind that *might* have been formulated by the factory janitor. Moreover, the maker makes no particular effort to hog the show; a few of the mailing pieces, and the paint job for the truck, do considerable strutting up-stage, it is true, but the manufacturer is probably justified, in the case of the mailing pieces, in trying to tie up to his national advertising. This stuff is better than any dealer, aside from the large utilities, could do for himself. Better as a whole, better piece by piece; better in conception and better in execution. It is better because the manufacturer has the money to buy the best brains, and because he is willing to spend it. Certainly his motives are selfish—but are we arguing ethical theories or grabbing while the grabbing is good?

Utilities Use

ONE notices that those canniest of appliances merchants, the great utilities, now lean heavily to the use of canned material; e.g., the New York Edison System, which formerly used its own printed matter exclusively, is a heavy user of imprinted canned copy. One of the system's salesmen recently told the writer that return cards from it formed the backbone of his commissions; two others said that cold canvass, minus this support, would not enable them to live decently.

The whole situation revolving around dealers' aid work seems analogous to the warfare being waged around "canned music." The supporters of flesh-and-blood musical production are arguing that the canned product from Hollywood debauches a noble art, that it is unnatural, synthetic, robot-like, and that, anyway, they can do it much better themselves because they know exactly what appeals to the esthetic souls of the home-town folks.

The home-town folks are tickled pink to know that they have esthetic souls and show their appreciation by spending their money at the big cinema palace which is running a canned version of Paul Whiteman music from the Coast—the canned stuff *packs* 'em in, mind you, while the flesh-and-blood piano walloper in the esthetic house around the corner vainly beseeches the owner for an advance of her salary so that she can pay the weekly installment on her new ukulele.

Big business is developing a preponderance of brains as well as money and it is exhibiting an almost socialistic desire to share them.

New shop opened
by Public Service
Company of Okla-
homa following
lines laid down



“Not a Movie Palace”

OK, booming many cities of the Southwest into early maturity, brought about a condition in which many electric shops were doing a grown-up store's business while still in their swaddling clothes.

Realizing that managers needed guidance if they were to get most effective results for their money in modernizing their electric shops, the Middle West Utilities Company has published a looseleaf volume recently, entitled “A Handbook of Suggestions for Sales Room Standardization.”

“It is recognized,” the introduction states, “that the public receives its most lasting impression of the company from the merchandise display room. A slovenly kept office equipped with makeshift display equipment and poor floor or side walls makes an unfavorable impression on the customer's mind. The Middle West Utilities Company has advocated display rooms which are frankly designed for the effective display and efficient selling of merchandise. In recent years some utility companies have vied with each other in constructing ornate merchandise rooms which, more often than not, with their vaulted ceilings and hand carved display fixtures remind one more of a fourteenth century cathedral or a movie palace than a merchandise display room.”

Effective lay out for utility showrooms means more than ornate display according to new hand book issued by Middle West Utilities Company.



The old Electric Shop in Tulsa, Oklahoma

For convenience in reading, the book is departmentalized into chapters on lighting, wall finishes, floor materials, display window front construction, window displays, store fixtures and store layouts. The General Electric Company submitted pamphlets on store lighting, the Sherwin-Williams Company supplied folders on floor materials, as did the Armstrong Cork Company. Store fronts were treated by the Kawneer Company. In the

chapter on store fixtures and store layouts, display cards are discussed by the Bishop Publishing Company, trimming materials by Karl Roth, electrical merchandising displays by Hugh Lyons and Company. The volume winds up with a chapter on arrangement and display of merchandise featuring material supplied by the Grand Rapids Store Equipment Corporation.

Choose the best side of the best retail street in town and try to get at the point of maximum pedestrian traffic, managers are advised. Chain stores, banks, drug stores and dry goods stores make good neighbors, while second hand stores, barber shops, shoe-shining parlors, soft drink places and similar neighbors should be avoided. In selecting a building, see there is easy access to an alley for loading and unloading freight.

HOLLYWOOD *buys* Health



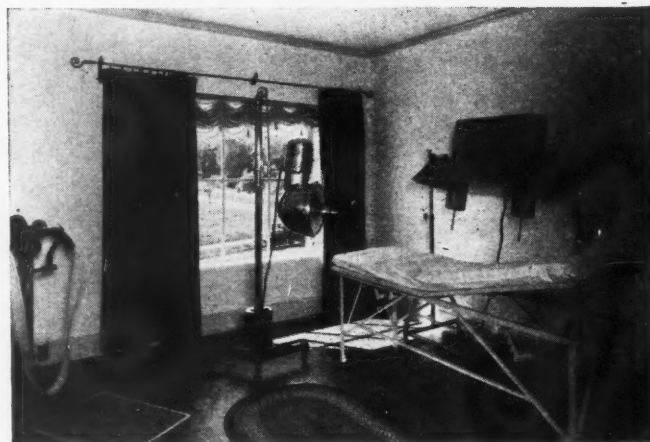
Lamp and exerciser business in the movie capitol booms — home demonstrations account for 59 per cent of sales—55 per cent on cash basis — health people best prospects, Battle Creek Company finds.

By
Clotilde Grunsky

DISCARDING all theories on the subject of the expense of home demonstrations for health appliances, the Battle Creek Health Appliance Company of Hollywood, California, has experimented with this method for itself and as a result of its experience has focused its sales effort on a house to house canvass drive, with the home demonstration as the central feature of its selling.

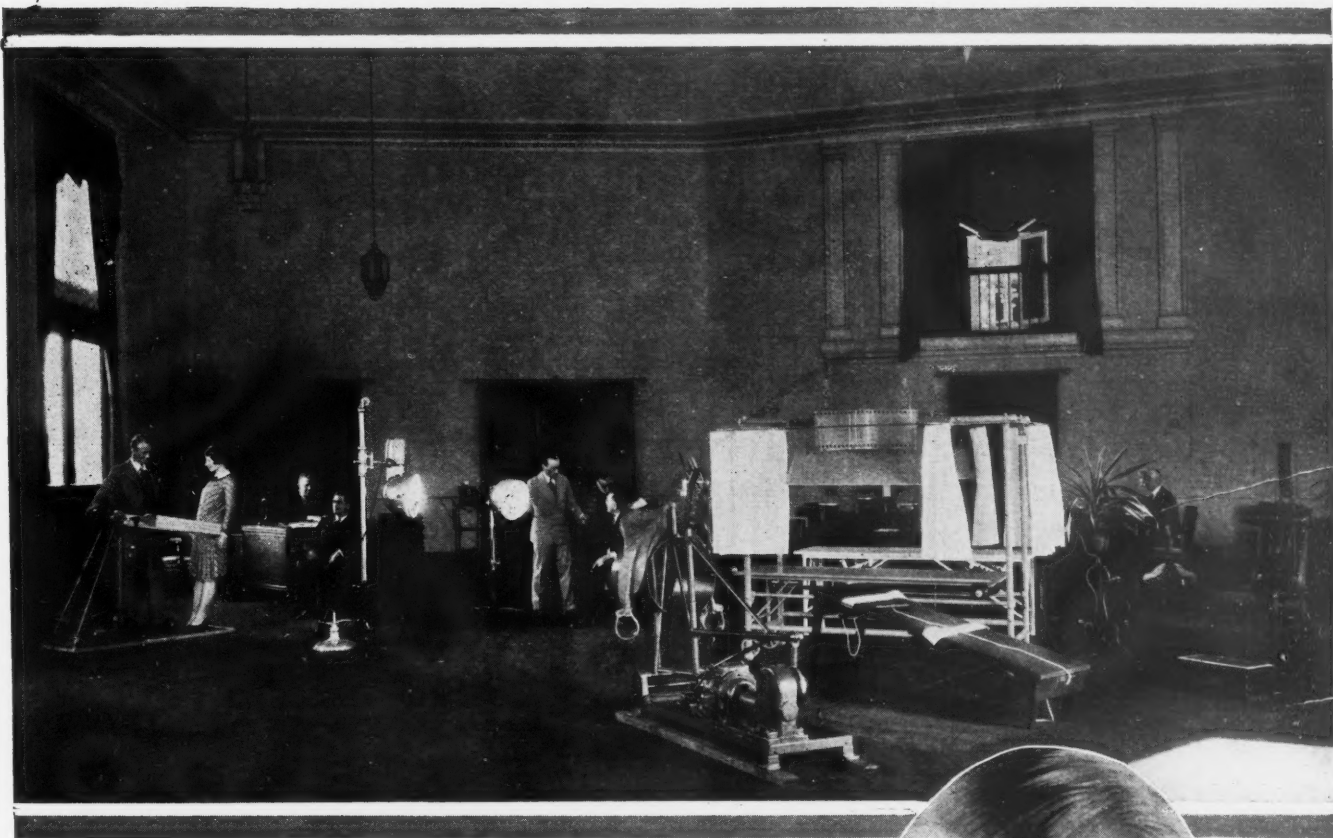
First of all, of course, the company found it necessary to establish a background for itself. The palatial "health temple" in Hollywood and the definite interest of the moving picture colony in this health method combined with the long association of the name with matters pertaining to health, afforded such a background. The company's individual building on a good location with its plate glass windows from ceiling to floor, its luxurious carpets, heavy drapes, white uniformed nurses and complete health and hospital equipment could not be overlooked by any passerby. Hence the salesman, knowing that the firm he represented would be identified favorably by the customer, had already overcome the first difficulty in approach.

The next and hardest task was the building up of a sales force. Mr. Caygill, divisional sales manager, set a



Impressive "Temple of Health" on Hollywood Boulevard gives a substantial background to the door-to-door selling

high standard for his salesmen. They must, of course, be in perfect health and preferably of from twenty-five to forty years of age. The selling of health appliances calls for many contacts which are similar to those between physician and patient and the salesman should be of the professional caliber. Nurses frequently make excellent sales material. Generally doctors are not looked



The attractive "health rooms" at headquarters, where free treatments are given with the sale of each appliance, help to sell the health room idea in the home

for as the type of physician who could be tempted to go into sales work would in all probability not be the highest.

These men, selected from all backgrounds, but of the same general mental type, are then given an intensive three-day schooling. This covers an understanding of the apparatus, both mechanically and from the standpoint of what it can and cannot be expected to do medically, and a thorough preparation in the study of sales methods. The new salesman is then sent out with an experienced man until he has made his first five placements of machines. After that he is allowed to carry on alone.

THE first requisite to successful canvassing is a good list of names. In the case of health appliances, this should be names of people interested in health. The membership of the Women's Athletic Club is an excellent field, for instance, as would be also a group of horseback riders or nature club hikers. One of the very best sources for prospects is the list of turn-downs from insurance companies. When a man or woman has been refused insurance he or she is looking very carefully at health needs and is in just the mood to consider a timely remedy.

Armed with such a list of names, the salesman calls at the front door and at first simply endeavors to arrange for a free trial of the machine in the home. Contrary to popular opinion the best sale of health appliances is among the healthy. It is the man who cares to keep fit and who recognizes the possibilities of the health appliances in giving him needed exercise and sunlight who will get the greatest benefit from his equipment and who will make the best satisfied customer and best advertiser in the long run. Health appliances have frequently



W. E. CAYGILL

*sales manager in charge
of activities in this district*

worked what appeared to be miracles, but of course there is a limit to their field. They should not be asked nor recommended to accomplish the impossible. They cannot cure except as sunshine and exercise and cleansing of the system can cure.

A surprisingly large number of placements are secured. The machine used for this demonstration is invariably the heavier type of exercise motor with its own stand. It

may be found later that the proper installation for the home is of another type, but this equipment is easily installed and foolproof in operation, so that no injury can result either to the customer or the instrument. Usually this is left for from three to five days. Occasionally some particular circumstance will call for a little longer demonstration. Experience has shown, however, that 79 per cent of the sales are made during the first three days. At this time it is still new and an object of vital interest, being tried out by every member of the family. To leave it longer would be to allow it to become a matter of routine and an old story, more easily overlooked. "Hm, they haven't much call for these things or they wouldn't leave it out so long," is apt to be the customer's reaction. The instrument is therefore called for at the end of three or four days.

DURING the first week when the salesman is new he is followed by an experienced man who closes the deal, but later on he handles sales himself. A direct mail postcard announcement of the salesman's call one or two days in advance of his arrival is found to be beneficial. Radio talks on health are also given by the officials of the company, all of which tends to give the salesman a standing when he arrives.

One of the features of the sale which has been found most satisfactory is the offer of fifteen health treatments which goes with each purchase. This means treatments in the health rooms and showers of the "Temple of Health," a carefully supervised series which would come to \$5 apiece at least if taken elsewhere. The customer is thus offered a \$75 service with the purchase. This is first of all a good sales point. Secondly, it is beneficial to the health of the customer, putting his system in the best of condition, so that he secures really satisfactory results from the use of the health appliance in his home. Thirdly, this complete treatment, which involves the use of other health appliances than that which the customer owns, frequently results in the sale of this other equipment.

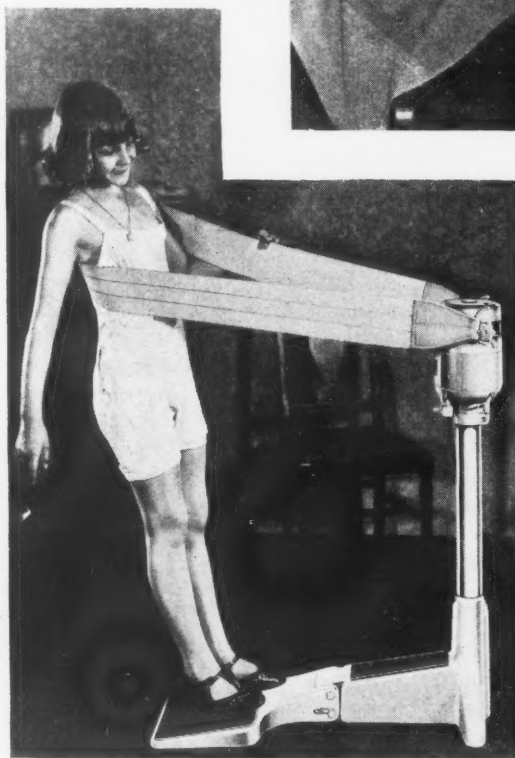
The salesmen are instructed to emphasize throughout the "health-room" idea for every home. This means an exercise motor and health lamp as a minimum and frequently the special shower and other apparatus. The company's own pleasant health rooms as introduced to the customers through these series of treatments are the best advertisement for this complete installation. Several such complete health headquarters have been sold to Los Angeles and Hollywood homes of the better class.

The salesman also learns to talk cash rather than time payments. To encourage cash sales the price of the equipment is fixed on the basis of term payments and a cash bonus is allowed. The salesman thus mentions the price and then talks cash payment, whereas if the price



ABOVE: Irene Delroy, stage star, takes a sun bath in odd moments during her work.

BELOW: In Hollywood, they appreciate the reducing qualities of the Exerciser.



is fixed at the lower figure and a charge made for time, the attention is focused on the installment method of buying. By talking cash the company has found it possible to achieve a record of 55 per cent cash sales which, on equipment involving as large an outlay as health appliance, is remarkable.

In addition to the house to house selling method, re-sale departments have been established in several of the better class department stores. These usually rate a manager and two or three nurses as demonstrators. Eighty salesmen are employed in all, most of them actively engaged in house to house selling. This means from two to three home demonstrations per salesman per day. And 59 per cent result in sales.

Yes, home demonstrating is an expensive method of selling. But if it is really carried out on a systematic basis, carefully followed up and a sufficient number of the prospects sold, it can prove a most profitable method. The experience of the Battle Creek Health Appliance Company of California has certainly justified its use.

Selling In The Cellars

When the Sioux City Gas & Electric Company made their meter readers salesmen, volume jumped

A FEW moments extra time in which to pat the baby on the head, to gossip with the housewife on how the chickens are growing or how ornery it is to carry out ashes—this leeway has changed the crew of meter readers employed by the Sioux City Gas & Electric Company into one of the hardest hitting sales organizations that company ever had.

The meter reader was a rather humble party when V. O. Stafford became sales manager. The four men assigned to the job burrowed busily into the basements that contained 16,000 meters.

"Inasmuch as meter readers are instantly admitted to homes without question, I saw no reason why they should not broaden their scope," says V. O. Stafford. "With the trend growing toward home selling, they were in an ideal position. So two years ago, we made a proposition to the men, giving them \$125 a month drawing account, and setting a quota of \$833 worth of sales per month, and a commission on all over that. Now I knew that those fellows were busy as bees reading meters and we wanted to give them a chance to sell some merchandise. Accordingly, we doubled the number of men, eight in all, which would make it necessary to read only 75 to 90 meters a day, against 150 to 180 gas and electric meters read by the old straight time men."

As time went on, it was discovered that even eight men did not have a proper allowance of time to contact their prospects and accordingly the number was increased to 12, who today are earning with commissions as high as \$500 a month in some instances.

A sprinkle of rain, a ball game or a hot movie scheduled at the principal theatres used to mow the salesmen off the street with machine gun efficiency. Now,



The meter reader salesman was created by V. O. Stafford, left.

Mr. Stafford points out, he knows exactly where his salesmen are, because they have to read so many meters each day and report on each of them at night. Keeping men on the job has been one of the most important by-products of his regime.

Coming to the Sioux City Gas and Electric Company from Waterloo in August, 1928, Stafford introduced his new system at once, having worked out his details while at Waterloo. Look at the way sales jumped:

	1926	1927	1928	1929
Irons.....	449	360	1,325	1,094
Washers.....	194	127	517	693
Water Heaters.....	13	72	132	315
Ranges.....	354	457	554	539
Ironers Gas.....	39	28	63	41
Ironers Electric.....	7	6	2	23
Electric Ranges.....	0	0	0	3
Refrigerators.....	23	20	126	361
Vacuum Cleaners....	94	58	420	384

It is Mr. Stafford's estimate that there are in use in Sioux City approximately 2,500 electric refrigerators at the present moment. This borders on 16% of a possible market of 16,000 meters. In his opinion the saturation point will be reached on electric refrigerators at present prices when it reaches 50%.

Stafford states that the cost of doing business in the merchandise division of the central station in Sioux City is 27% of total sales, in addition to being a load builder.





WHETTING Range

*Methods
That Build
Business
in Kansas City
St. Louis
and Omaha*

20-year-old Madeline Bohlsen of Omaha, youngest of home economists, tells a funny story to her audience.

SPRINKLING every audience in St. Louis, Kansas City and Omaha are women who remember corn-cobs and have carried ashes. It was a long jump for them from a red hot stove in July to present day city cooking facilities. They are happy.

The job of awakening them to the fact that electric ranges offer still further improvements is falling to the central stations.

At a glance an electric range doesn't look so different from the more generally used gas type. Consequently the selling campaigns this season in these midwestern cities are being devoted to getting over the electric advantages. For there appears to be no mass understanding that:

1. An electric range can hang a temperature "on a peg" at any point, while the temperature of a flame is by necessity always equally hot.
2. This evenness of heat permits a housewife to time the cooking of a dish exactly, and not stand over the hot stove.
3. Cooking becomes cooler work when there is no excess heat radiating off in the air.
4. Absence of flame eliminates pot watching and washing.
5. Children have fewer possibilities of accident with an electric range.
6. The modern electric range is quick heating.

IN KANSAS CITY even E. M. Howe, supervisor of the range department of the Kansas City Power & Light Company, didn't know these facts ten years ago. For he started on his present career by stopping in at the central station and telling his troubles to C. F. Farley, now vice president.

"I've been hornswoggled on a lot," he wailed. "I was just ready to build a house and discovered there was no gas. What can we do?"

"Do?" echoed Farley. "Put in one of these new electric ranges and you'll never miss out on a single cup of coffee."

Howe never forgot his surprising adventures with a new electric range. He told C. F. Farley he could sell "those things" and started out as a one man department. He has expanded range sales until 2,000 apartments and 5,000 homes in Kansas City, out of 85,000 meters, cook electrically.

People had to be shown. So in two branches, neighborhood cooking schools were held, with a result that range sales jumped 115% and 142% in these two districts.

A pot of flowers always sits on the oven at these cooking schools. Howe remembers how startled he was to see fresh, crisp blossoms on top of an oven containing a baking pie. He passes this surprise on to his audiences.

Appetites

In Cornbelt Customers



In one group of Kansas City apartment buildings 537 electric ranges are in use.

IN OMAHA, a 20-year-old girl, Miss Madeline Bohlsen, said to be the youngest home economist in the United States, is head of the flying wedge of missionaries who are teaching electrical truths to the public. Miss Bohlsen comes by her place naturally, as her father was a minister and it was her job, as a little girl, to teach Sunday school. Mrs. B. E. Marsh, sales manager of the Nebraska Power Company advocates mass selling on ranges.

Church groups of women, obtained for 15c a head, are one source of audiences, Neighborhood demonstrations are another.

In St. Louis each installation is made the scene of a demonstration. Women buying ranges are told that experts will be out to show how to operate them, and everything will be prepared at the expense of the Union Electric Light & Power Company.

Friends should be invited, it is suggested. A salesman who is one of the ten graduates of the cooking school prepares biscuit and Martha Washington pie and serves it. Nearly always the enthusiasm of the new owner kindles one or two prospects. The plan is well worth while, S. F. L. Snyder, merchandise



S. F. L. Snyder, merchandise manager, Union Electric Light & Power Company, St. Louis, demonstrates an electric range



Levett Jackson, chef to Kansas City contractor, shows how flowers will not wilt on electric range.

manager, finds, as the group is nearly always of the same financial and social strata, and well able to afford electric ranges. Thirty-five ranges (Electrochefs) were sold the first week of the campaign.

Questions Asked

ONE of the most common questions asked by groups of women, Miss Bohlsen of Omaha relates, is on the point of cost of operation. She answers it with a funny story.

"A southern family installed an electrical range and turned it over to their old colored mammy who did the cooking. The electric bills were so high that they decided to give it up. When the power company men arrived, the old mammy said to them: 'T's sho sorry to see you take dat stove away. It's de bes' I evah saw. I turned on the fiah three months ago when we fust got it, and hit ain't gwine out yet.'"

Cooking cost depends on how much you use the stove, she states. The next most common inquiries are: "Is it dangerous?" "Is it slow to heat?" and "Is any special wiring required?" The experience of E. M. Howe in Kansas City has led him to a policy of quoting a complete price which includes wiring. The expense of wiring a home for a range is about \$50 in Kansas City, and he found it difficult to sell a range and then the wiring in two jumps. It is easier to sell the whole job at one price.

Another psychological observation on women buyers, Howe adds, has been in regard to color. Originally the central station sold black ranges, 90% of them being this hue. The taste of his crowds has swung to color, and the few black ranges remaining in stock are tucked away in a storeroom, unwanted.

Children

THAT parents can be reached effectively through the children has been the discovery in Omaha. Originally the Nebraska Power Company did not feel that it was profitable to conduct cooking classes for Campfire Girls.

One night an executive dined with friends. Their 12-year-old daughter was wildly enthusiastic about an electric range she had seen and praised it to her mother. Today, children's classes are a part of the company policy, and even a Campfire Girls Cook Book has been prepared in line with electric range recipes.

Speculators

SPECULATIVE builders, quick to seize on new selling points, have been a factor in introducing electric ranges into Kansas City. Their friendliness to the idea was won by E. M. Howe's tactics in convincing contractors that they should try out electric ranges in their

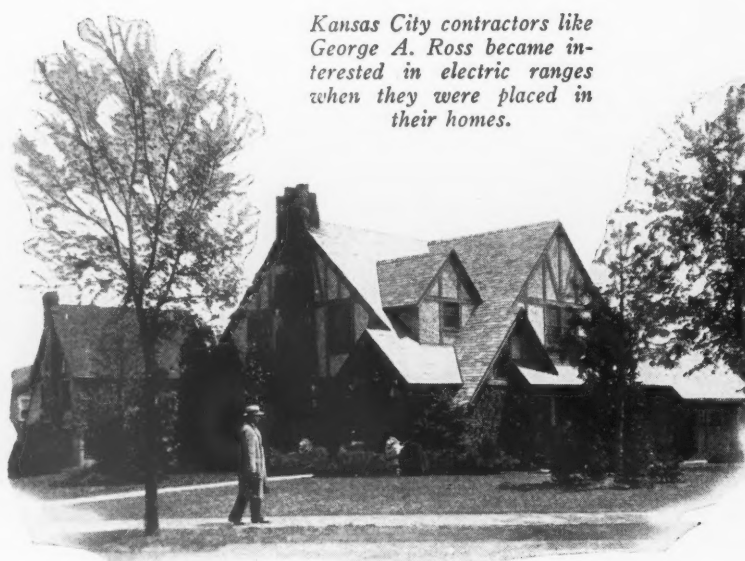
own homes. An idea which they were quick to accept.

It took Howe six years to land his first apartment job in Kansas City. In 1928 the Alps Apartment Hotel at 20 West 36th Street was opened with electric ranges in every kitchen and with every apartment rented. In a market where apartments were only 75 to 80% filled, this created a mild sensation.

Since this first sale, Howe has equipped 25 apartment buildings for a total of about 2,000 ranges. In one group of new buildings there are 537 stoves of this character.

With builders paying \$57 apiece for electric ranges, plus \$40 extra per apartment for wiring, it is a sign of

a healthy demand. Despite the low Kansas City gas rate, electric ranges are popular, and a standing offer on the part of the Kansas City Power & Light Company to take back ranges from dissatisfied users has met no takers. There are few reverts, Mr. Howe says.



Kansas City contractors like George A. Ross became interested in electric ranges when they were placed in their homes.

KANSAS CITY is seeing this season the greatest campaign ever made by the central station on a single appliance, \$40,-

000 advertising budget being expended in co-operation with Hotpoint on the following basis:

Newspapers	\$18,650.00
Billboards	5,000.00
Car cards	1,146.00
Direct mail	3,000.00
Special salesman (\$100 mo. and com.)...	6,000.00
Miscellaneous	5,890.00

The miscellaneous item is to cover a \$5 commission given to any of the 2,100 employees of the Kansas City Power & Light Company who introduce prospects that buy, Miss Lorraine McKiddy, advertising manager, says. The figures do not include the cost of the twelve schools which will demonstrate. Two hundred employees have bought electrical ranges.

In St. Louis there are approximately 250,000 meters in the country and city, with 3,000 ranges in use outside the city limits, and about 1,000 in St. Louis. A direct mailing to this group started off the St. Louis campaign, providing fuel for the advertising and furnishing many leads.

The consensus of St. Louis customer opinion was to the effect that owners liked electric ranges because they felt them safe with their children, and because cooking was cooler work with them. Another frequent comment received from direct mail was the satisfaction in knowing that it was impossible to get shocks from ranges.

Kansas City has set a bogey of 1,000 ranges as this season's mark. Before snow flies history will be chalked up in Omaha and St. Louis. For the salesmen this year are going right down where people live, and showing them what the goods will do.

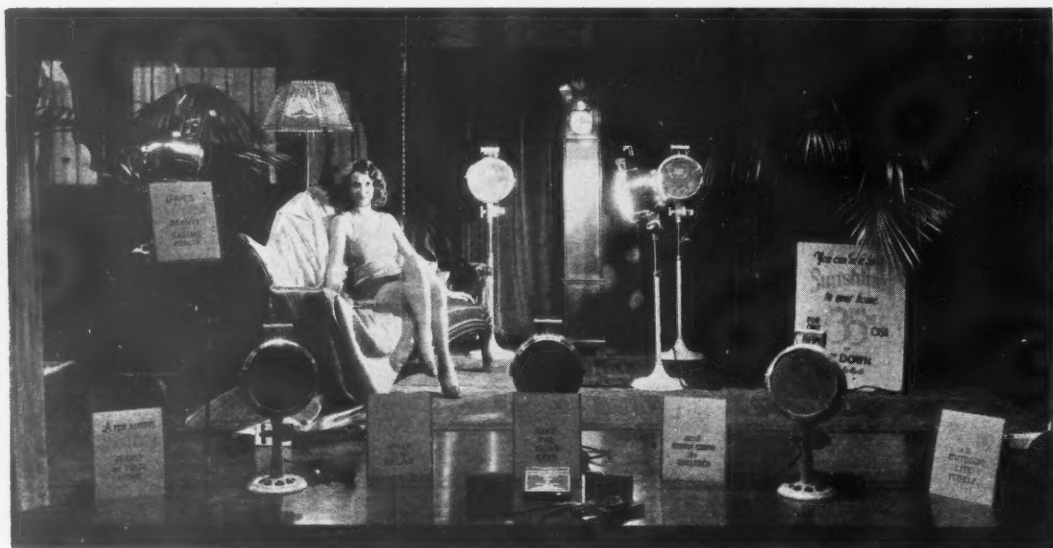


When the Public Service Company, Denver, Colorado, wanted an action window which would dramatize refrigeration, they built the one illustrated below which appeared in our May issue. They followed instructions so faithfully that we are reproducing it here.—Just to show what can be done.

How Denver BUILT an Action Window



Health Lamps and—



A living model from the staff of a local bathing suit manufacturer made this sun lamp window of the Northwestern Electric Company of Portland, Oregon, a popular success

Cagey Selling in Gila Bend

GILA Bend, which is a little town in Arizona with about seventy meters in its district, ranks highest in the records of the Arizona Edison Company in the per capita sale of electrical merchandise. In fact, at the end of March the little store in that district was within \$40 of its quota for the entire year. Inquiry as to how this record was achieved will reveal that the salesman just went out and sold merchandise. He knew everyone in town and how much he could afford to buy and he persuaded them that electrical conveniences were the articles in which they wanted to invest their spare money. An idea of the tact and judgment with which this sales campaign

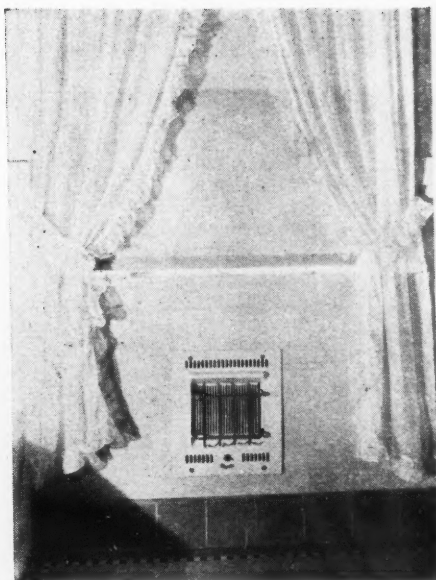
was carried out is indicated by his handling of a Mexican farmer who was interested in an electric range but did not have the cash with which to buy it outright. He asked for terms, which, however, the salesman was reluctant to allow. But did he turn down this man and so make an enemy perhaps among a group who might under certain conditions make numerous later purchases? No, he smilingly consented at once to time payments, arranging the amount per month and the length of time over which they would extend. "I will keep the range here in the meantime," he announced, "and when you have it all paid for I will send it out and put it in for you." And so the Mexican, perfectly satisfied, is paying in his monthly installments and will later claim his range. Several of his countrymen have followed his example, in fact. The installment business is booming in Gila Bend. And it is perfectly safe, as well.



For Brides

THIS model electric kitchen sells electric appliances for the H. C. Capwell department store of Oakland, California. The exhibit has frequently been visited by brides who are planning a new home and who are interested in such ideas as allowing a niche in the kitchen space for the electric refrigerator, in the electric sink dishwasher and in the convenience outlets for appliances at the breakfast nook. With their homes once planned for electric convenience, the purchase of appliances follow.

Ranges Clocks



Built-In Heat

AUXILIARY heaters are installed in the bathroom and breakfast room of every home built by Robert B. Beat, contractor, of Portland, Oregon. Mr. Beat finds this one item has a selling appeal which he values far beyond the cost of installation. In 20 houses ranging in cost between \$8,000 and \$30,000 he has installed over 60 kw. in heaters. The Philadelphia Electric League have found that speculative builders are becoming more enthusiastic about installing heaters. A real selling point, they say.

A Talking Range

"AN ELECTRIC range that talks" was a novel feature of the opening of the winter cooking classes conducted by Miss Sylvia Richmond, home economist of the Tennessee Electric Power Company at Chattanooga.

A telephone transmitter was installed behind the scenes and connected with a radio loud speaker concealed in the oven of the range. The ladies of the audience then were invited to ask questions pertaining to electric cooking, diets, and balanced meals, and they were answered by the home economist who spoke into the telephone transmitter behind the scenes, and the result was that the sound appeared to come from the oven of the range.

About three hundred women attended this demonstration which was held in the new model kitchen on the mezzanine floor of the sales room. This kitchen is furnished with every convenience and is handsomely finished

in green tile, and it is on a raised platform so that it may be seen easily from seats arranged in front of it.

At the conclusion of the program luncheon was served and all women present were presented with souvenirs.

In the East Tennessee District of the Tennessee Electric Power Company a model kitchen on wheels is being used successfully for electric cookery demonstrations in small towns.

What O'Clock in Russia?

NEW clock stores show the clocks in their window in operation. It is too difficult to keep them adjusted accurately so that they all will register the same minute. And a discrepancy of even a score of seconds will serve for amusement and a knock instead of a boost for the merchandise displayed. Electric clocks have the advantage of keeping accurate time in unison and hence make a most

effective display in operation in numbers. The Southern California Edison Company has added the further interest of setting the clocks to conform with time at the moment in all parts of the world. The minute hand of everyone of the instruments on display is exactly the same, therefore, but the hour varies from Petrograd to Honolulu, from Paris to Shanghai clear around the dial. A map of the world makes a most appropriate back-

ground for the display of clocks in the dealer's window.



Foreign Language Strategy

"IT WAS impossible to sell electric ranges to Japanese home owners", according to the experience of the Southern California Edison Company, "until a cook book explaining the mechanism of the ranges and giving numerous recipes for use with electric cooking was issued in Japanese". Since such a book has been available, during 1929, the company has sold more than 100 ranges to Japanese.

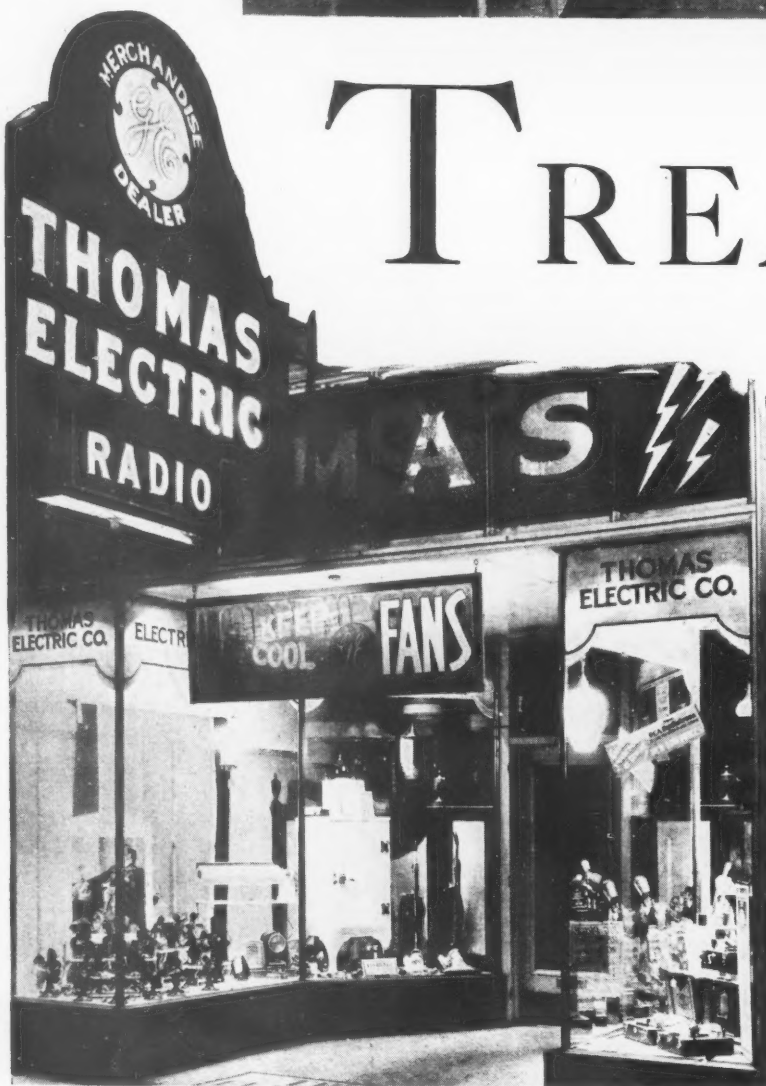
INSIDE

Thomas believes in a well-stocked show-room with all appliances on open display. Merchandise here can be picked up, handled, priced. Mr. Thomas at right.



OUTSIDE

Good location and attractive, well-lighted show windows are the electrical store's most valuable assets, Thomas says.



TREAT 'Em

By T. F.

13, an orphan, and for \$12 a month kept a night-long vigil, fighting off the pangs of sleepiness that assail a growing youngster.

Later, as a long-legged adolescent he tramped through the woods of the Indian Territory to string telephone lines, munching preposterous lunches of vanilla cookies and sardines, dictated by his growing boy ideas of luxury. Once he sat down in a luxuriant wild strawberry bed and ate his fill of juicy sweet fruit. This very spot was the site of Oklahoma's first famous oil gusher.

People who stop in front of the trim, well-lighted and decorated windows of the Thomas Electric Company at 816 Locust Street, Des Moines, Iowa, little realize that they are looking at a monument to a man's two hands. It was built without luck, mother-in-law cash or any "silver spoon in the mouth" heritage. Early Des Moines can remember how Victor Thomas trudged through the streets at dawn with a conduit on his shoulder, en route to a wiring job. He couldn't afford a horse and wagon, and the conduit was too long for a street car.

Today the Thomas Electric Company employs sixteen people, eleven of whom Mr. Thomas describes as being competent to repair any electrical device brought into the store for attention. A crew of seven handles the outside electrical contracting work, the store volume running in about these proportions:

A MAN was sitting in a hammock with his girl, years ago in Nebraska, when he noticed a small boy hanging about. He investigated the cause of this embarrassing surveillance, and discovered that the lad was waiting to ask him for a job as night operator in the small town telephone office.

Thus Victor L. Thomas started out in the world at



A tube-testing table is part of the store's plan to induce customers to bring in their defective radio tubes.

How back fence friendli- ness has built the Thomas Electric Company

RIGHT

Blackburn

- 35 per cent of the business is done on radio.
- 15 per cent of the business is done on fixtures.
- 25 per cent of the business is done on wiring and contracting.
- 25 per cent of the business is done on electrical merchandise.

THAT some rain is bound to fall in the life of the most sturdy electrical appliance is recognized by the Thomas Electric Company. Consequently Des Moines citizens have worn a path to the door, carrying maimed and crippled objects. If customers could look back into the order book and see the private rules for guidance of the employees of the Thomas Electric Company they would realize just why the work they receive was always done in such a smooth, serene and satisfactory manner. Here are the instructions:

Employees Please Remember

"THERE are just as many people who are willing to pass on unfavorable information about a man or business when the game has not been played squarely as there are those who might pass on a good word.

"When it is necessary to give an estimate on cash repairs always put the estimate down on the ticket.



VICTOR
L. THOMAS

*Proprietor, Thom-
as Electric Com-
pany, Des Moines,
Iowa.*

Never charge more than the estimated price unless the customer is called before the work is done and gives his consent to the increased cost. Avoid misunderstanding whenever possible.

"When a cash repair is promised for a certain time, it must be ready when promised. But in case of emergency and you find the work cannot be done on time, call the customer and find out if it will inconvenience him or if it will be satisfactory to loan him a similar appliance while his is being repaired.

We Are Selling Satisfaction

"NO CUSTOMER must leave this store dissatisfied.

"In pursuance of this policy, each clerk will have the authority to adjust amounts up to \$1.00.

"Let no matters go by default. Time may settle everything, but not always satisfactorily. When it is necessary, be sure that customers are notified in due time of our inability to perform any job on time.

"They must leave here fully satisfied as to service rendered and price charged."

It was but a step to educate the Des Moines public to bring in its radio tubes for testing, as well as appliances for repair. Mr. Thomas suggested through the newspapers and by word of mouth that when a radio grew hoarse, croupy or established a habit of fading out,

that the owner slip the tubes in his pocket and bring them downtown. Not all the tubes were necessarily bad, he told people, and by stepping into the store a quick test would reveal the weak sisters. Healthy reception could usually be restored without great expense.

Realizing that the old-fashioned way of testing tubes was a sort of abracadabra process that left the customer in the dark, Mr. Thomas made a clean sweep of old style apparatus with its flying wires. He made over a flat top desk into a testing table that was absolutely clean except for dials and indicators. At one corner was attached a chart which gave standard readings for each type of tube.

A young woman is in charge of the work and when used tubes are brought in, she promptly tests them and points to the chart showing what the reading should be for that type. If the tube is defective, the customer can see for himself that this is so. Immediately, without changing the dials, she steps to the stock and gets a new tube of the same type. Plugging it in, the girl proves to the customer that what the chart indicates as a proper register is true. Going further, she produces a diagram of a vacuum tube, and explains how the fact that the tube may light is no indication of its condition. The utter simplicity of the plan does away with all fear of hocus pocus, and Mr. Thomas feels that by showing a customer that only a few of the tubes need to be replaced, instead of the entire set, the store earns a considerable dividend of good will.

The same thoroughness carries over into the radio



Thomas keeps an appliance repair department functioning at all times. Another service that makes friends and money for the business.

The Cost of Running an Electrical Business

in Des Moines in 1929

Cost of Merchandise.....	66.28%
Cost of Occupancy.....	5.12%
Cost of Selling.....	7.24%
Cost of Administration.....	5.16%
Cost of Publicity.....	2.17%
Cost of Servicing.....	1.43%
Other costs	5.40%
Net profit	7.20%
Total	100%

department which is housed in a separate room with the lighting fixtures.

"We carry standard, nationally advertised merchandise because our organization believes that it will give long time satisfaction," declares Mr. Thomas. "Recently we were offered a famous line and we didn't take it because we did not believe it would stand up over a period of years. When you realize that most of our customers in Des Moines came to us originally through electrical work which we did years ago for them, you can appreciate that we must sell merchandise that will have no kickback in years to come."

An interesting adjunct to the radio department is a small collection of pho-

nograph records (Brunswick), which the store installed to take care of the increasing demand created by the current tendency on the part of the public to buy radio-phonographs.

If the bright-eyed girl who tests radio tubes—if any of the other sixteen employees, for that matter—learns of friends who want receivers, they are entitled to extra remuneration in the way of commissions if they will go over that evening and make the sales. Everybody is potentially an outside salesman, even the colored boy, and each has the opportunity of increasing his income by distributing refrigerators, washing machines, radios or other merchandise usually sold by outside methods. A direct mail campaign to produce leads for the inside people to follow up is contemplated at the present moment.

Location

APPROACH the Thomas Electric Company and you see well lighted, beautifully trimmed windows. Enter and before you spreads a store finished in Spanish style with rough plastered walls and a balcony in the rear. Electrical appliances, washers (Thor) refrigerators (General Electric) and radios (Radiola) are exhibited against attractive backgrounds.

"I am not sure whether Des Moines people realize that an attractive, well placed store is able to do business just as economically or more so than a half hidden, dingy, out-of-the-way place of business," he said.

"Like a mail-order house, the tucked-away store has to do more advertising and spend more money to get numbers of people acquainted with its obscure location. A downtown store such as ours is naturally in the focus of the population's shopping district and the attractiveness of a place of business certainly is inviting. As a matter of fact, we spend less for rent and fixtures

(Please turn to page 75)

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It's News

When The Price of Something is Less Than it Was

17 Years Ago

"1913. Free lunch....\$2 hats....\$35 apartments
....taxes weren't a catastrophe....the biggest
schooner in town for a nickel....5c. cigars....a
nickel on the "L" (the Chicago "L," that is)....
room and bath for a dollar and a half. And now
look what's happened! If a man bites a dog, it's
news, the old editorial axiom goes. It's news when
the price of something is less than it was 17 years
ago."

The Electrical Dollar

Buys More Today



When—

knees were objects of mystery and ankles a thrill, a dollar went 60 per cent farther toward buying father's derby and mother's Paris bonnet. The 1913 clothing dollar is worth 62 cents today.



When—

the staying flagon was lawfully dispensed, the family ate at home except on those gay occasions when they joined the rest of the Twelfth Ward at a clam bake and shuetzenfest. The dollar in 1913 bought a lot of food, a full dollar's worth. The same dollar is worth only 67 cents today.

When—

the decorous brownstones ruled in the cities and the clapboards housed the folks in Gopher Prairie, they at least lived cheaply. The 1913 rent dollar is worth only 66 cents today.



When—

they'd never heard of the "talkies" and Greta Garbo was slinging hash in a Swedish chop-house, you at least got twice as much of William S. Hart for your money. Today's movie dollar is worth just 48 cents compared with 1913.



When—

Lillian and Uncle Harry put on their linen dusters and went for a dizzy spin down Fifth Avenue, they didn't know whether or not their new gasoline buggy would take them home again. But they could not buy as much with their automobile dollar in 1913 as in 1930, not by 12 per cent. The only other family expense that has decreased.

All figures from an address by Edwin Gruhl, vice-president, North American Co., at NELA Convention, San Francisco, June 16-20, 1930.

than in 1913 WHEN—

shower lighting fixtures and art glass domes were the latest in illumination and table cookery struck a high note in social events, the dollar that went for electricity bought far less than it does today. The trend of all costs is up. The cost of electric service, counter to the general trend, is down. The dollar of 1913 buys \$1.36 in electric service today.

Photos from
BROWN BROS. and
EWING GALLOWAY



When—

Mr. Kipling was quoted with approval to the effect that "a good five cent cigar is a smoke," the tobacco dollar had authority. Now it is worth but 84 cents when compared with its 1913 purchasing power.

When—

the family gathered around the player piano for a musical evening, house furnishings were cheap. Today the 1913 furniture dollar is only worth 51 cents.



When—

the income tax was only a rumor, in 1913 the average cost of government was six times the average family electric bill. Last year it was fifteen times the average electric bill of \$31.

E U R A N N O U

a *NEW* and
D E A L E R

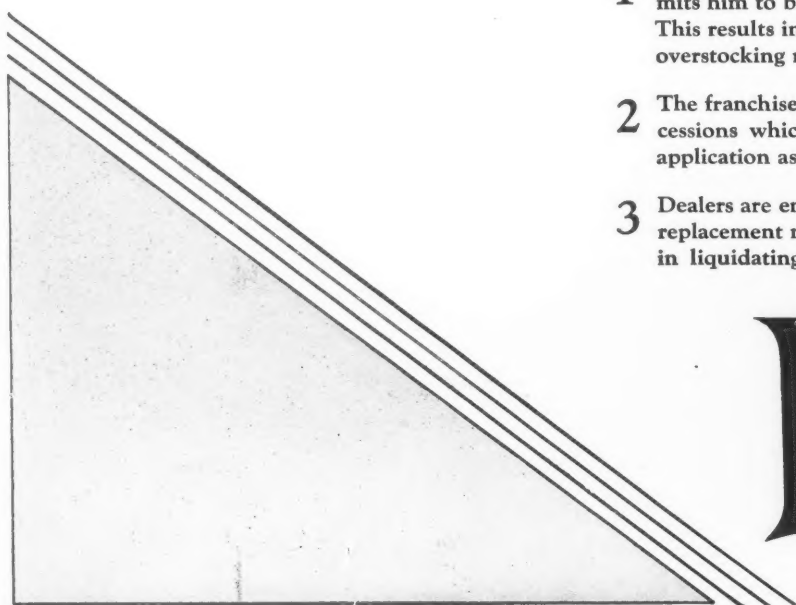
OF SPECIAL INTEREST TO DEALERS WHO USUALLY

Two highly important purposes are accomplished by the new and better franchise which Eureka now makes available to dealers of established prestige and responsibility in their respective communities.

First, it effects substantial and worthwhile savings in the cost of wholesale distribution; and second, it passes these savings on to dealers in the form of extra profit and valuable concessions.

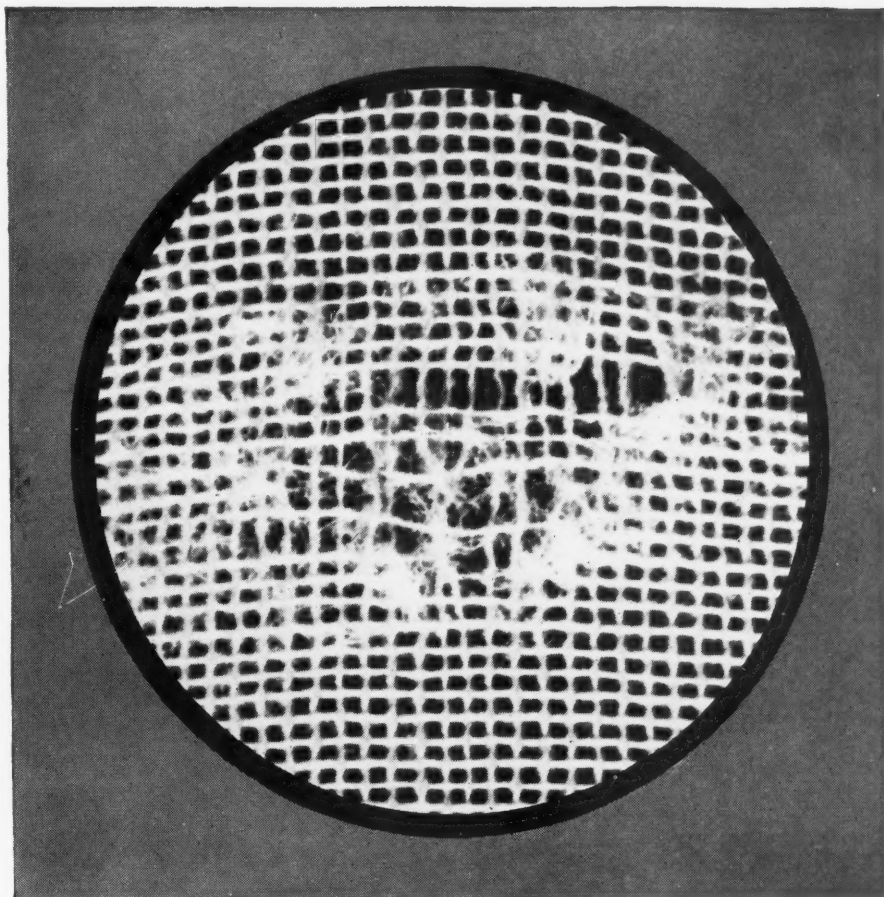
Dealers who normally sell from 6 to 100 electric vacuum cleaners per year may now avail themselves of the following definite advantages, which are offered to authorized Eureka franchise dealers:

- 1 The dealer is favored with a base purchase price which permits him to buy in small quantities without loss of discount. This results in more rapid and profitable turnover—with no overstocking merely to gain a desired margin of profit.
- 2 The franchise provides advertising and sales promotion concessions which are not only generous, but so flexible in application as to assure the dealer wide option in their use.
- 3 Dealers are encouraged to direct their sales effort to the great replacement market, and a plan is provided to assist dealers in liquidating their profits in old cleaners taken in trade.



EUR

VACUUM



Specimen of reproductions from actual photographs appearing in new Gainaday promotion material. They show housewives what wash-wear does to family clothing.

models at attractive popular prices . . . convenient nearby warehouse service that permits low inventory . . . and a sturdy, time-tried construction that practically eliminates servicing expense.

In addition, every Gainaday machine shipped from the factory or warehouses after September 1st will have the new large semi-soft wringer rolls so popular with women today! And the Gainaday merchant obtains this new sales asset without added expense. All prices remain exactly the same.

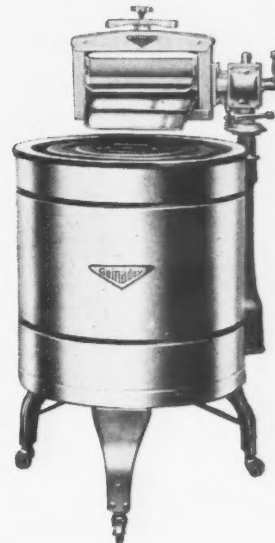
Write today for complete details of the Gainaday sales plan. It's worth while investigating! Gainaday Electric Company, 3056 Liberty Avenue, Pittsburgh, Pa.



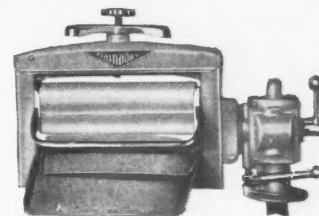
THE Rubless **ELECTRIC WASHER**

. . . removes the dirt without rubbing the clothes

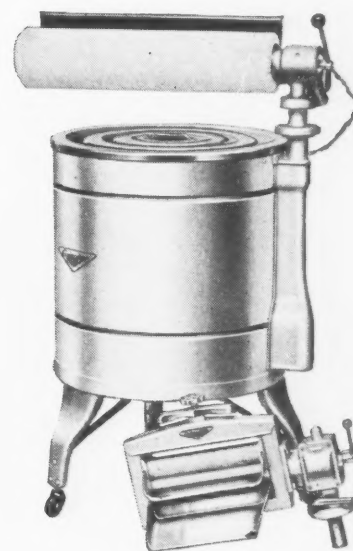
Even the wringer on the Gainaday is now easier on clothes! It's equipped with the popular new "oversized" rolls.

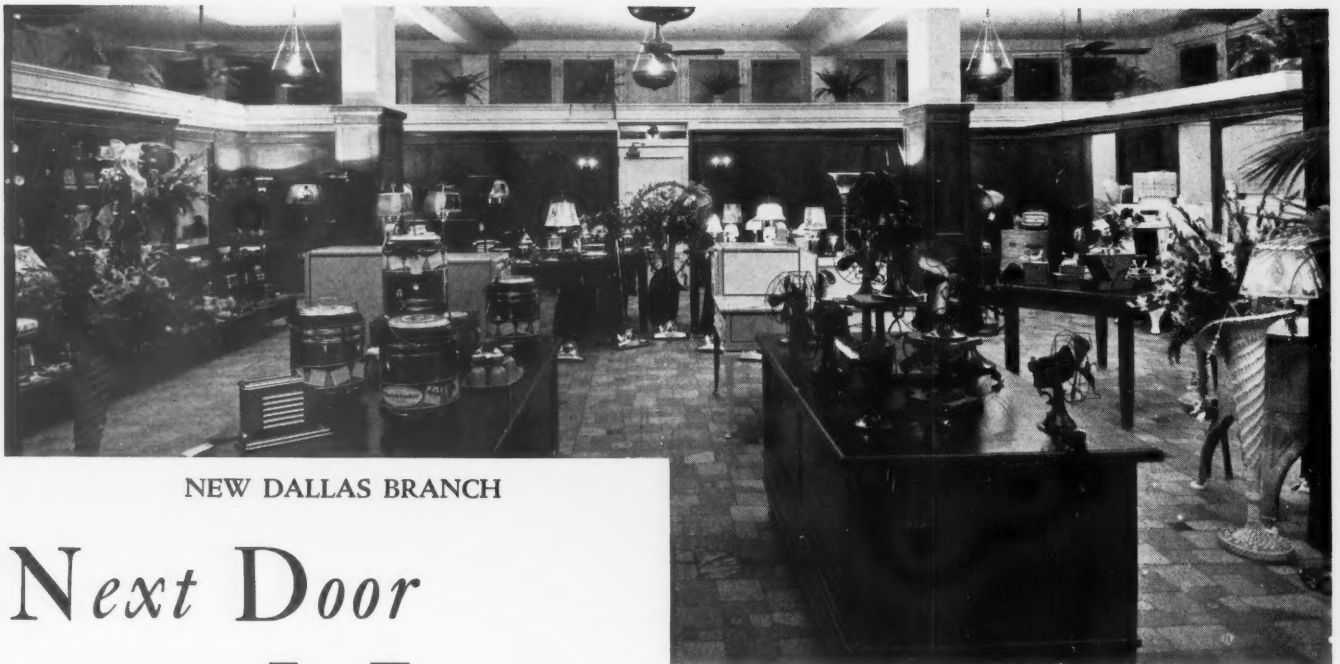


Model A-30 listing \$105 now equipped with 2 1/4-inch wringer rolls. Model L at \$129.50 has new 2 1/2-inch rolls.



Model BU-30 is the finest value in combination washer and ironer ever offered at \$150. Now has 2 1/4-inch wringer rolls.





NEW DALLAS BRANCH

Next Door NEIGHBORS



MODEL KITCHEN

THE neighborhood drug store and the neighborhood grocery store have long since recognized the need of bringing the service to the customer rather than waiting for the customer to come down town to get it. The Dallas Power and Light Company recently adopted this method in the establishment of their service building in the residential section of the city known as Oak Cliff. This is not merely a branch office for the payment of bills with a perfunctory appliance display but represents a complete cross section of the company's service.

APPLIANCE DISPLAY



Treat 'Em Right (Cont. from page 66)

than the out-of-the-way place of business would have to spend for advertising to get the same volume of sales. The result is that we can do business just as cheaply and offer just as good prices on the average as the secluded organization.

LIGHT fixtures, bought once in a lifetime, by the average Des Moines citizen, is the subject of an interesting comment by Mr. Thomas.

"I have helped wire thousands of Des Moines homes and in working with my two hands have learned the good points about every type of fixture on the market. Consequently in opening a light fixture department we stocked lines and models that we knew were well made, artistic, and suited to the bulk of Des Moines homes. We make our regular profit on these fixtures because we know what people want.

Light Fixtures

"But here is where the surprise comes in. People who buy light fixtures only once in a lifetime have no idea of what they should cost. Consequently they frequently are misled by bogus discounts. I know one speculative builder who tells people that he will allow them \$125 on the job for fixtures and they can go down and pick them out themselves. Due to a system of juggling discounts, what he is actually allowing them is \$75. Many home builders who come into our store to look at light fixtures have been upset on discovering these odd differences in prices. We sell at a legitimate profit and feel that this juggling business is quite confusing to the public and results in loss of good will for the fixture business. If a contractor sends anyone to us with an allowance of \$125 for fixtures, that means that the customer is going to get \$125 worth of fixtures and not \$75 worth. I believe this situation exists in nearly

all cities and it certainly should be corrected by fixture manufacturers."

Family Pride in Business

"THE Thomas Electric Company is something more than a cold dollars-and-cents project," says Victor Thomas. "It is something through which I have made friends with thousands of Des Moines people. It is something which has grown up with the town and become part of my family and daily life. It is a future for my children. Naturally I don't gamble with anything so precious to me. The people of Des Moines trust us in our judgment. I would be foolish indeed if for a few cents profit I would pass out to them merchandise that I knew was not dependable. Dependability is what has put this store here, and is what will keep it here.

"In my opinion, we in America have much the same opportunities before us as English houses did a century or so ago. It will not be so easy to start a business in years to come. For that reason it behooves an electrical dealer to think of good will for the future. When you pick up a bottle of Cross & Blackwell's preserves or buy Yardley's cosmetics you have an example of how a valuable heritage has been built up and passed on from one member of the family to another. Twenty five years from now young men will not have the same chance I did to be independent.

"I have a boy in college now. Nothing would please me better than to see him go back to Westinghouse or General Electric for a few years, knock around the world a bit and find that life isn't all beer and skittles. Then he will appreciate that winning and holding the confidence of thousands of Des Moines people is a mighty big order and worth a lifetime of continuous effort."

Foreign Trade (Cont. from page 49)

Vacuum cleaner business hits three distinct peaks, May, September and December, the latter month leading, as many husbands buy cleaners as presents for their wives. Three brands are carried (Eureka, Hoover and Royal). Some 750 units were sold in 1929, salesmen using them as a fill-in between washer solicitations.

Trenka feels, when his customers will depend on him alone for radio service.

It has not been the best year for radio either, he says, and with a number of the people in the community out of work, it has had its effect on radio sales.

Radio

RADIO, which was added last October, as a means of obtaining cold weather volume, has sold moderately well for the Delight Utilities Company, some 120 units being disposed of. Approximately 15 per cent of these were radio record combinations. It may be of interest, says Mr. Trenka, to know that an average price of \$175 is paid by foreign language people for their radios, as they like good instruments. One brand of radio is in stock (Majestic), and two brands of radio tubes are carried (Majestic and Radiotron).

But radio is expected to build up into even a greater money maker. Having acquired a reputation in his community for the quality of washing machines and cleaners he dispenses, it will be just a short time now,

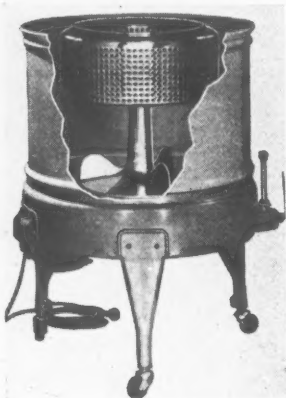
Credit Policy

"FOREIGN language speaking people are affected by present dull times about like any other nationality," says Mr. Trenka. "There is little family industrial solidarity in my neighborhood. For this reason, we are following a policy where a family has a record of making an honest effort to pay its bills, and do the right thing, we always go along with them. It is our belief that we can best employ our capital in carrying our own washing machine and radio paper rather than passing it on to finance companies. At least, that has been our practice.

"We might take this money and expand with it but it is not advisable at this time. We get 7 and 8 per cent on this paper and are not hung up on any deals that would not work to our advantage."

New MERCHANDISE

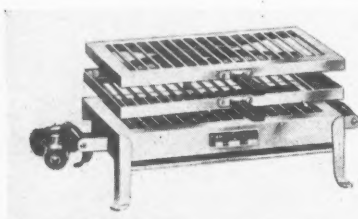
A Review of the New Appliances that have recently appeared on the Market



New Thor Washers

The Hurley Machine Co., 22nd St., & 54th Ave., Chicago, Ill., has announced two new washing machines, the Thor Wringerless Washer, and the Thor Squeezer Washer. Both machines embody the same washing principle as the Thor Agitator Washer, but the method of drying the clothes is, in each case, entirely different.

In the Thor Wringerless Washer, clothes can be washed and dried in the same tub at the same time. The clothes are washed in the lower portion of the tub, then transferred to the drying basket, where the water is extracted by centrifugal force. The outstanding features of this washer are the independent operation of the agitator and the drying basket, making it possible to use either or both at one time, and the manufacturers claim, that unlike many other centrifugal washers, it is practically vibrationless. It requires no more floor space than the average washer.—*Electrical Merchandising*, September, 1930.



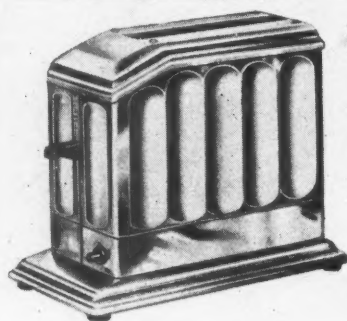
Empire Sandwich Toaster

Designed to sell at a moderate price, this new Empire S-49, electric sandwich toaster, manufactured by Metal Ware Corp., Two Rivers, Wis., toasts filled sandwiches as easily as toasting a single slice of bread. It is equipped with an expansion hinge for sandwiches of varying thickness, and a reversible hinge at the back, which makes it easy to turn the sandwich over while held firmly between the upper and lower sections. The specially designed heating unit distributes the heat uniformly, which provides even toasting.—*Electrical Merchandising*, September, 1930.

New Toastmasters

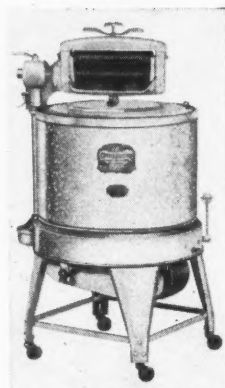
In the new one-slice Toastmaster, Waters-Genter Co., 213 N. 2nd St., Minneapolis, Minn., has not only simplified the toaster, but has also improved and modernized the design and outward appearance. Instead of two levers, the new Toastmaster is operated by a single lever on the front of the toaster. A slice of bread is placed in the oven slot and the lever pressed down—the automatic mechanism projects the bread when toasted on both sides, and turns off the current. Refinements in the mechanism are said to have made the Toastmaster practically noiseless. All interior parts are either of rust resisting metal or of nickel plated steel, and every corner is made accessible for cleaning by using a large removable base plate. The new Toastmaster is made considerably smaller than the old model. The case has a perfectly plain, highly polished chromium plated surface. The retail price is \$12.50.

A two-slice model, which is identical with the new improved one-slice model, except that it has two oven slots and is 1½ in. wider, is also available. It toasts two slices of bread both sides in about 1 min. 15 sec. The retail price is \$17.50.—*Electrical Merchandising*, September, 1930.



Westinghouse Urn Set

Black handles of unusual design fitted to a compact, streamlined body, distinguish the new Covington Urn, announced by the Westinghouse Electric & Mfg. Co., Mansfield, Ohio. The outstanding features of this new coffee urn which comes in four pieces and has an 8-cup capacity, are the long life Corox heating element, the Spencer thermostat, and a drip proof spigot.—*Electrical Merchandising*, September, 1930.



New One Minute Washers

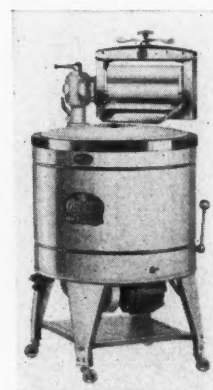
The One Minute Mfg. Co., Newton, Iowa, announces two new electric washers, known as Model "20" and Model "30." Both models are equipped with a submerged agitator with special Lynite finish, and a convenient outside automobile type clutch control.

Model "20" is of open style, and has a full oversized tub of heavy porcelain on Armco Ingot iron, with a six sheet capacity. The all metal swinging type wringer is equipped with 2½-in. balloon rolls and an improved self-draining trough. The retail price is \$99.50, with a slight increase West of the Rockies.

Model "30," which is the full cabinet type, has a large over-sized tub of Armco iron, heavily porcelainized inside, with an outer jacket to retain the heat. Its capacity is six oversized sheets. The all metal nickel plated swinging wringer is of the pressure cleaner type and has 2½ in. balloon rolls. This model is beautifully finished in modern colors and the retail price is \$129.50.

Other features of both models are the sealed-in gears running in oil, the Westinghouse motor, and the belt drive. Both models can be supplied with the rotary ironing attachment at a slight extra cost. This ironer is interchangeable with the wringer.

A gasoline model "120," similar to model "20," is also available with a Briggs Stratton 4-cycle gasoline engine.—*Electrical Merchandising*, September, 1930.



Electrical Merchandising, September, 1930

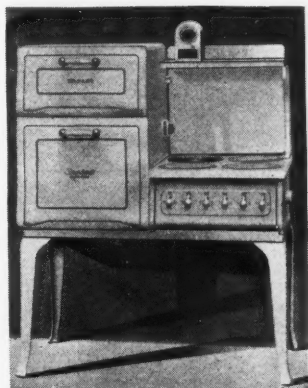
New Electrical Merchandise



Horton Perfect 36 Washer

Announcement is made by the Horton Mfg. Co., Fort Wayne, Ind., of their latest model 36-83 electric washing machine. The tub is porcelain enameled inside and out, on a heavy, permanent base of Armco, and is equipped with a new self-draining bottom, with a positive shutoff drain cock. The tub is 23 in. in diameter, 14 in. deep, and when filled to water line holds 15 gal. of water. It has a clothes capacity equivalent to five or six double sheets. A specially designed, submerged type agitator, with three wings cast in one piece of aluminum, makes it possible to wash a few garments as easily and as quickly as a capacity load.

Another feature of this new washer is the Lovell swinging wringer equipped with balloon rolls and a new double tilt drain board with a flipper adjustment. This new model 36 requires only 24 in. x 24 in. of floor space, and is finished in white enamel with a lusk green lacquered frame and an aluminum bronze wringer, with nicked lid and fittings; or in ivory enamel with a jade green lacquered frame and an ivory lacquered lid and wringer. The intended retail price is \$125 with prices slightly higher in the extreme East and West.—*Electrical Merchandising*, September, 1930.



Standard Range

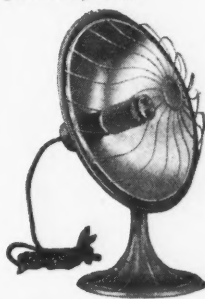
Standard Electric Stove Co., 1718 N. 12th St., Toledo, Ohio, announces the Chef, the latest addition to their line of Standard Royal Electric ranges. It is equipped with two three-heat burners, an aluminum lined oven 18 in. x 18 in. x 14 in., and a large broiler above the oven, which is also aluminum lined. Another feature is the roomy high shelf. It is of all boltless construction with concealed hinges, and has a complete time and temperature control. The range occupies a floor space of 44 in. x 26 in., and is finished in white porcelain with chromium plated trims. It is also available in colors.—*Electrical Merchandising*, September, 1930.

Majestic Reflector Heaters

In addition to the Mogul 81 heater brought out last Fall by the Majestic Electric Appliance Co., San Francisco, Calif., and Philadelphia, Pa., two new models are announced.

The Mogul 75 is of popular single shell construction with the reflector surface heavily chromium plated. It is equipped with a 1,000 watt Mogul element, which, the manufacturer claims, operates normally at a higher temperature than any other element because of the increased resistance factor made possible by its construction. The larger contact surfaces eliminate over-heating and oxidizing and the smaller surface reduces convection currents approximately 33 1/3 per cent, proportionately increasing useful radiation. This heater is finished in Pompeian green.

Majestic 72 Reflector Heater is of single shell construction with copper plated reflector and a 660 watt screw-in element. This element is of a patented two-piece construction which reduces heat conductivity to a minimum and prolongs the service of the element. All contact surfaces of the socket and base are nickel plated to eliminate oxidizing, and the element wires will not sag or grow off the muffle under normal usage. This model is finished in Nile green. The intended retail price of Mogul 81 is \$11, Mogul 75, \$9.50, and Majestic 72, \$6.50.—*Electrical Merchandising*, September, 1930.



Majestic Toaster

This new Majestic Automatic Toaster, the latest contribution to the electric table appliance field by the Majestic Electric Appliance Co., San Francisco and Philadelphia, embodies three special features of construction: the ability to make two slices of toast at one time, evenly toasted on both side without turning or handling the bread; the simplified control by means of a single knob, which operates both the toast-timing mechanism and the current control; and a shunt circuit, which allows just enough current to flow through the elements to keep the two slices of toast hot until ready to serve without further toasting.

The timing and switch mechanism is sturdy, compact, troublefree and quiet in operation. It is finished in heavy chromium plate with jade green fittings and is equipped with a permanently attached 8 ft. cord and plug. The intended retail price is \$13.50.—*Electrical Merchandising*, September, 1930.



Laundryette Aristocrat Washer

The special feature of this latest wringerless washer manufactured by the Laundryette Corp., Cleveland, Ohio, is the sanitary trough, a compartment or jacket that drains off the water used in soaking and rinsing without permitting it to mix with the washing suds, enabling the operator to put the clothes into the washer dry and to take them out damp dry. After putting the clothes into the washer the operator starts the dryer basket whirling and sprays the clothes with the sani-spray hose. This operation takes about 2 minutes. The dryer is then lowered into the washing solution and the agi-cone agitator forces the water through the meshes of the clothes, whirling against the sides of the tub by centrifugal force, and the water is carried off into the sanitary rinse trough and down through the two-way hose to the basement drain. The dryer is again raised, the whirling action started and the clothes are sprayed for rinsing, and then whirled dry for the line.

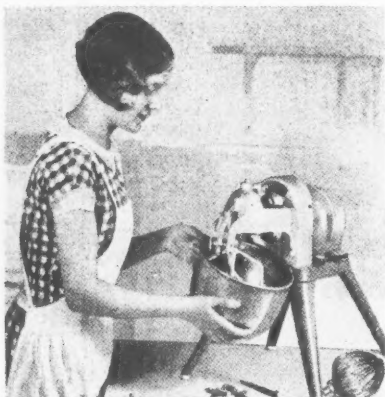
This new washer is compact and sturdy in construction, and can be had in orchid, ivory or green finish.—*Electrical Merchandising*, September, 1930.



G.E. Photoflash Lamp

In taking flashlight photographs, blinking and staring of persons photographed is eliminated by the use of the G. E. photoflash lamp recently announced by General Electric Co., since the flash is quick and silent. The lamp can be used but once. It eliminates noise, smoke and odor, and confines the flash within a standard size bulb so that there is no fire hazard, it is claimed. This lamp can be used for either professional or amateur photography, on 115 volt circuit or with a storage or flashlight battery, under any conditions, as it is not affected by weather. For best results, a suitable reflector should also be used with the lamp.—*Electrical Merchandising*, September, 1930.

New Electrical Merchandise



Merryway Mixer

A new mixer called the Merryway which beats, whips, slices, grinds, shells, peas and lima beans, cracks ice and freezes ice cream is manufactured by Merryway Corp., Poughkeepsie, N. Y. This mixer and its attachments are designed for ease of operation—no adjustments are necessary—since the attachments are either hung on hinge pins or slipped into a socket. The attachments are made of materials that are easy to clean, sanitary and durable. Merryway is made in three models, a table unit, a floor unit, and a bracket unit to hang on the wall. The table model has a die cast aluminum gear case and a two speed 60 cycle a.c. G. E. motor. The retail price of this model, including a mixer-bowl and support, beater, and whip, is \$69.50. Numerous other attachments are available, such as a coffee mill, food chopper, pea sheller, fruit juice extractor, ice crusher, 3 qt. ice cream freezer, vegetable slicer and grater, and a silver polisher, at a moderate additional price.—*Electrical Merchandising*, September, 1930.

Improved Premier Cleaners



Two new improved models, the Premier Junior, Model 98 and the Premier Duplex, Model 99, are announced by the Premier Vacuum Cleaner Co., Cleveland, Ohio. Although essentially the same in appearance as the models they replace, the new models are said to be far superior from the standpoint of cleaning power and efficiency.

Both models are equipped with large ball bearing motors with enlarged fans to develop increased cleaning power. The outstanding improvements in the Premier Junior Model 96 are an adjustment screw to regulate the nozzle for cleaning rugs of different nap thicknesses, and an improved rubber covered extension cord equipped with an

unbreakable molded rubber plug. The retail price of this model is \$47.50. The retail price of the new Premier Duplex is \$60. These prices are slightly higher in Canada and on the Pacific Coast. No change has been made in the Premier Floor Polisher attachment which comes in two sizes to fit either model. The retail price of the Junior attachment is \$5 and the Duplex floor attachment is \$6.50.—*Electrical Merchandising*, September, 1930.

Hotpoint Toaster

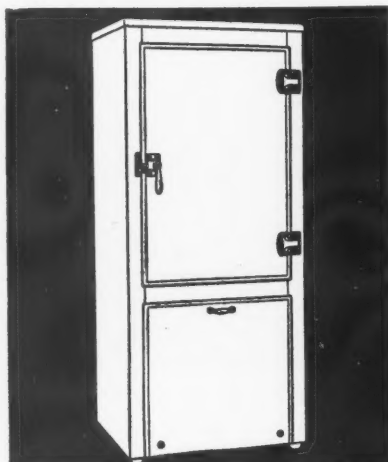
The new Hotpoint automatic toaster, No. 129T31, announced by Edison General Electric Appliance Co., Inc., 5600 W. Taylor St., Chicago, Ill., is of the oven type that toasts both sides at once. A dial regulator makes it possible to have just the brownness desired, and the automatic timer turns off the current when finished and keeps the toast hot until ready to serve. Modern in design, this beautiful toaster is finished in non-tarnishing Hotpoint chromeplate. The retail price is \$12.50.—*Electrical Merchandising*, September, 1930.



Starr-Freeze Refrigerators

Announcement is made of a new line of electric refrigerators, models varying in size to suit the needs of large and small families, by the Starr Piano Co., Richmond, Ind. Each model is porcelain lined all steel, of one piece construction, with rounded edges. They are equipped with flooded type float valve cooling units of varying sizes to accommodate the various size boxes. Forced draft circulation is used for cooling the refrigerant, which is Sulphur Dioxide, and which is run through a fin type condenser. The compressor is of reciprocating type with moving parts running in a bath of oil. Another feature is the 5-point cold control, which produces five freezing speeds.

The food compartments are porcelain finished iron with a raised ledge in front, and with shelves of heavy large mesh wire to provide free circulation. The doors are constructed with pan type porcelain linings and cushion gaskets to provide uniform seal when closed. The smaller models are equipped with two ice trays and the larger models have three ice trays. The exterior of each cabinet is finished in white lacquer with solid brass, heavily nicked or chromium plated hardware.—*Electrical Merchandising*, September, 1930.

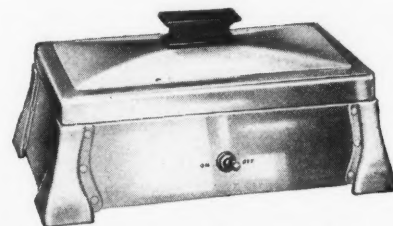


Voss E-57 Washer

Voss Bros. Mfg. Co., Davenport, Iowa, announces their new model E-57 electric washing machine. The porcelain lined Monel Metal tub of large capacity, has a sterling silver finish which becomes brighter with use. It is equipped with a patented floating agitator which is said to duplicate hand washing action, and a wringer equipped with large Zeppelin type wringer rolls. All movable parts are fully enclosed and running in oil. The suggested retail price is \$118.50. This model is also available with a gasoline motor.—*Electrical Merchandising*, September, 1930.

RCA Self-Record Device

A special feature, which the Radio Corporation of America have incorporated in their new RCA Radiola Model 86, is a device which makes it possible to record radio programs in the home. The operation of this device is simple. By throwing the switch a small microphone picks up the program and transcribes it to the disk, and an immediate play back can be had. It is also recommended for individual records of friends. The records for use on this device will be of cellulose, 6 in. in diameter, and at the normal rate of 78 revolutions a minute, the record will play 1 min. and 10 sec. The device is hooked up to the amplification system of the set, stepped-up and passed through the pick-up. Records are pregrooved, and a special chromium plated needle is used. The price of the Radiola model 86 has not been changed by the addition of this feature, it remains as heretofore, \$285.—*Electrical Merchandising*, September, 1930.



Hewitt Sandwich Toaster

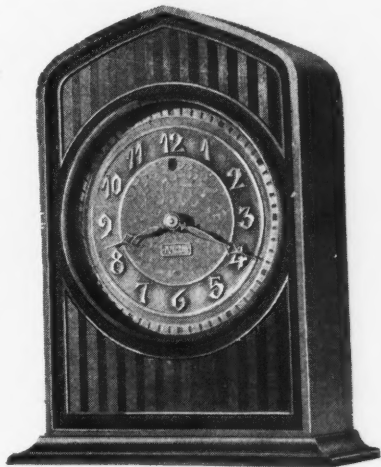
Designed to resemble a jewel box, this new toaster manufactured by Hewitt Elect. & Mfg. Co., 1169 Massachusetts Ave., Arlington, Mass., toasts anywhere from two of the thinnest slices of bread to two full sized sandwiches on two sides at once. It is easy to operate and simple in construction, and has a capacity of 500 watts. The toasting areas are directly over and parallel to each other when in use, and it has a toasting surface of 4½ in. x 9 in. and measures 6 in. x 11 in. over all. The toaster is finished in chromium and its intended retail price is \$10.—*Electrical Merchandising*, September, 1930.

New Electrical Merchandise



Cincinnati-Victor Electric Clocks

The Cincinnati-Victor Co. of Cincinnati, Ohio, announces two new electric clocks. The Victor Kenilworth model has a bakelite case 8½ in. high, which makes it particularly suitable for desk or mantle use, or for placing on top of a radio cabinet. The copper dial, with embossed figures, is 4 in. in diameter, and is covered by a convex glass. The mechanism is completely enclosed in a dust tight case. It is offered in a variety of finishes at the retail price of \$9.75. The new Victor Waverly model is an attractive clock for the kitchen. The metal case is 7½ in. in diameter and the white enameled metal dial, 5 in. in diameter, is covered with convex glass. It is available in chromium finish or in colors to match any kitchen color scheme. The intended retail price of this model also is \$9.75.—*Electrical Merchandising*, September, 1930.



Superior Hotplate-Oven Combination

A new No. 50 combination oven and hotplate suitable for all kinds of baking is announced by Superior Electric Products Corp., 1300 S. 13th St., St. Louis, Mo. The oven can be removed and the stove used for general cooking. All stove wiring of heavy duty type is fully enclosed, and the Nichrome element is of the two heat type mounted on super-quality porcelain plate. The oven is of heavy weight blue steel, fully insulated with asbestos, and lined with non-rust special alloy tin. A non-sagging door with a large clear vision glass, is trimmed with nickel. The oven is 12 in. wide, 12 in. deep and 11 in. high. The stove is of extra heavy enameled steel finished in hard, black baked japan with polished nickle legs. The list price of the combination complete is \$3.25; the stove alone is \$4.25; and the oven alone is \$4.—*Electrical Merchandising*, September, 1930.

U-Dezine Portable Lamps

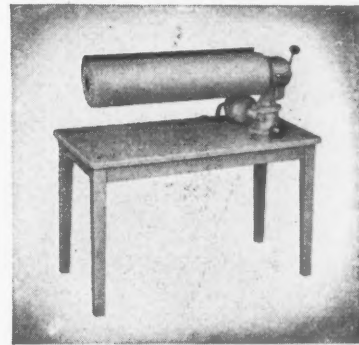
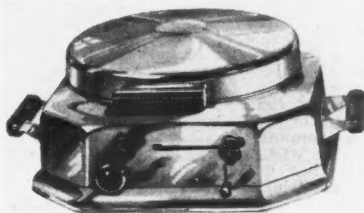
After six years of research, a new lamp, embodying revolutionary principles in design and construction, is announced by The Miller Co., Meriden, Conn. These lamps are built of interchangeable parts which may be easily put together without the aid of tools of any kind, and connections made automatically when the lamp is assembled. This is made possible by the principle of wireless light, a new feature in lamp construction. Duplex-A-Lite, indirect torchieres, 2 and 3 socket candle standards and many other innovations in lighting for the home are available. The interchangeable type of lamp construction makes it possible to select a lamp in complete harmony with other furnishings. Also, with a few extra parts, lighting that is adequate for any need is obtainable. Table lamps may be converted into bridge lamps by the addition of a few parts that require but a moment's adjustment; lamps may be altered to relieve the monotony of a fixed type of illumination; a desk lamp may be easily converted to a three socket candle standard for the hall; and many other changes made as desired.

From the dealers standpoint, with the interchangeable parts for six complete lamps, the manufacturer claims that 4,750 different styles and types of lamps may be constructed. Not only an economy of inventory, but also an economy of display space, as a complete line may be displayed on a floor space 9 ft. long. Then too, this interchangeability of parts precludes obsolescence for any U-Dezine Lamp, since the lamp requires but the substitution of another part to bring it up to any new style.—*Electrical Merchandising*, September, 1930.



New Waffle Master

Waters-Genter Co., 213 N. 2nd St., Minneapolis, Minn., are also announcing a new waffle iron, known as the Waffle Master. It is compact and low-built in design, requiring minimum table space. The same automatic mechanism used in the Toastmaster is built into the Waffle Master, including a positive control which cuts down the current and stops the baking automatically. Another feature is the automatic preheating device. The current is automatically cut from high to low heat, and the pilot light turns from bright to dull red, indicating that the waffle is done. It is also equipped with a removable easily cleanable ring about ½ in. wide, which rests around the lower grid to catch the overflow of batter. The Waffle Master, like the Toastmaster, is finished in perfectly plain chromium plate, without ornamentation. The handles are bakelite. It makes 7 in. round waffles, weighs 7½ lbs. and consumes 800 watts on high baking heat and 165 watts on low. The retail price is \$17.50.—*Electrical Merchandising*, September, 1930.



Horton Do-All Ironer

An interesting addition to the line of ironers is announced by Horton Mfg. Co., Fort Wayne, Ind., in their new Do-All ironer, which can be had in four different models: The Portable model No. 262 has the ironer unit mounted on a board with rubber feet. It weighs 84 lb. and can be carried to any convenient table of correct height and after ironing can be stored away in a closet or drawer. The board is finished in cream lacquer, trimmed in black. The ironer unit of the Laundry model 263 is mounted on a sturdy table of correct height, which is finished in cream lacquer trimmed in black. The Kitchen model 264 has the ironer unit mounted on a table with a white porcelain enameled top cabinet. This model is designed to take the place of the kitchen table, and is always ready for use right in the kitchen. The cabinet has a white porcelain enamel table top and is finished with cream lacquer trimmed in black. The deluxe model, known as the Console model 265 has the ironer unit encased in a cabinet finished in walnut, and can be used in any room in the house. It can be easily moved to a desirable place for ironing.

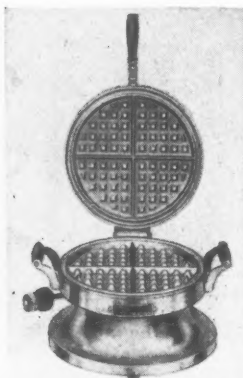
The ironer unit in all four models consists of a standard 26 in. roll of the full open end type, with a rust resisting non-warping metal base. It is heavily padded with jute and cotton and covered with duck backing. The roll is 6 in. in diameter and revolves at the rate of 8½ ft. per min. The shoe is of chromium plated cast steel with an ironing area of 91 sq.in. It has a 1,150 watt heating element which is replaceable through a polished Hyb-lum plate in the back of the shoe.—*Electrical Merchandising*, September, 1930.



Bauer Drain Tubs

The outstanding feature of the drain tubs manufactured by Bauer Mfg. Co., 2009 E. 18th St., Kansas City, Mo., is the three tapered drain grooves running to the center of the tub, which drain all the water. Another feature is an improved one piece clamp for attaching legs, which tightens firmly with one bolt and is self aligning. The drain ferrule is made in one piece also, to prevent leaking. The tubs are finished in tan or Thor green, and the legs light green.—*Electrical Merchandising*, September, 1930.

New Electrical Merchandise



New Empire Waffle Iron

The outstanding features of this new Empire waffle iron, S-76, manufactured by Metal Ware Corp., Two Rivers, Wis., are a temperature gauge built into the top to show exactly when the iron is ready to receive the batter, and a heating unit which provides uniform baking and browning throughout. The iron is sturdy in construction, and is insulated for dining table use. It weighs 7 lb., is 7½ in. high, and has a 550 watt capacity. It is finished in highly polished nickel plate.—*Electrical Merchandising*, September, 1930.

Bryant Receptacle

Announcement is made by The Bryant Electric Co., Bridgeport, Conn., of a new duplex flush receptacle with the following special features: a brown bakelite body, bosses with easy-finding ribs, plaster ears which are integral with the yoke, a 23/32 in. depth, and two extra large No. 8 binding screws which are provided in each side wiring terminal. The list price is 50c.—*Electrical Merchandising*, September, 1930.



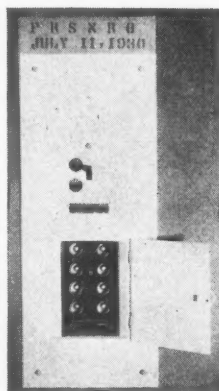
Motor Boat Radio Set

The cabin model motor boat radio set, made by the American Bosch Magneto Corp., Springfield, Mass., and known as the Model 84 Cabin Cruiser, has the same chassis as their auto radio set. It is small and compact, and can be fastened on a shelf, as shown in the illustration, and the 6-volt storage battery and dry cell "B" batteries stowed away in a compartment below. It is equipped with four 224's and a 112A power tube. This model is housed in a mahogany cabinet complete with speaker, and an "anchor design" on the speaker grille gives it the proper nautical touch. The list price is \$30 less tubes and batteries.

The regulation auto-radio can also be used on the open cruiser type of boat. It is mounted the same as on a car, underneath the cowl, the control unit being located on the dash.—*Electrical Merchandising*, September, 1930.

Safety Range Switch

A new design of safety type range switch for flush mounting has been developed by Frank Adam Electric Co., St. Louis, Mo. This new switch is of the tumbler type, and is available with double or triple pole, either fusible or nonfusible. The operating mechanism of the switch is of the same type as the tumbler switches used on their panel boards, and provides positive action with quick make and break features. Each pole of the switch is provided with multiple blades provided with a canvass Bakelite arc snuffer. The entire mechanism with terminals and fuse connections is mounted in a removable base of molded composition material, which can be installed after the box has been installed. The box is made of a single piece of code thickness galvanized steel. A flush type cover with white lacquer finish, which is provided with a door opening over the fuses, completes the assembly. This door interlocks with the switch mechanism, making it impossible to have access to the fuses while the switch is in the "on" position. It also makes it impossible to throw the switch "on" while the door is open. This switch is not limited to range service alone, as it may be used on signs, fans, and heavy duty toasters as well.—*Electrical Merchandising*, September, 1930.

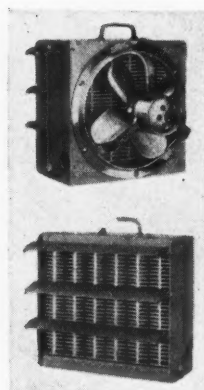


Westinghouse Water Systems

Automatic water systems, manufactured by Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa., are now available in several capacities: Shallow well systems are supplied in from 225 to 1,000 gal. per hr. capacities, and deep well systems delivering from 130 to 325 gal. per hr. The system, consisting of a tank and the pumping equipment, is completely automatic.

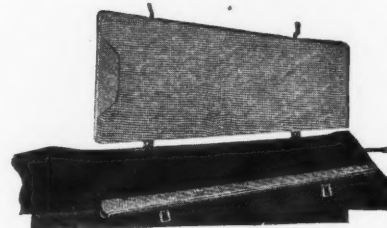
A two-bearing crankshaft is used for shallow well pumps. The bearings are phosphor bronze bushings. The crank shaft is drop forged, turned and is ground to size. Splash lubrication is provided. The intake and discharge ports are located high up on the side of the pump, which means that the pump is always primed. The valves are mounted in a vertical position providing unusual accessibility and lessening the tendency for dirt accumulation. A strainer is built in the body of the pump, readily accessible, and by the removal of the brass strainer plug, the pump can be drained in freezing weather or cleaned when necessary.

Simplicity of construction and installation is the keynote of the deep well pumps. The water box forms a part of the base, but is removable as a unit. It is tapped for a 3 in. drop pipe as standard, and contains an efficient all-brass air pump, brass check valve, metal to metal seat built-in relief valve, and an all brass differential cylinder. The arrangement is such that the sucker rod can be withdrawn directly through the water box without disturbing the installation. The silent chain-driven working head is totally enclosed.—*Electrical Merchandising*, September, 1930.



Commercial Electric Heater

The American Foundry Equipment Co., Mishawaka, Ind., recently placed on the market a new type electric space heater for industrial and commercial heating. This unit is said to combine the characteristics of both the steam and the electric heater. Special alloy heating strips are cast integrally with composite fins of aluminum alloy, making a single smooth casting that will allow an uninterrupted flow of air through its channels. These castings are assembled into a cabinet, back of which a fan operates to circulate a current of air through the heated fins, out into the space where heat is desired. It is recommended for heating isolated and temporary buildings and for "off season" heating in temperate climates, and can be used for permanent installation or as a portable heating unit.—*Electrical Merchandising*, September, 1930.



Electric Trouser Presser

The Jiffy Electric Trouser Presser is said to combine the three essentials to speedy and perfect pressing, namely, heat, moisture and pressure. The trousers are placed in the presser as shown in the illustration, the top is brought down and clamped, it is then plugged into the light socket and the pressing begins. The length of time required depends upon the kind of cloth and the condition of the trousers, however, it should not take more than 30 minutes, the manufacturer claims. The outside finish is wrinkle enamel in black or apple green. Nichrome wire is used in the heating pad, and it will operate on 110 to 120 volts a.c. or d.c., and consumes approximately 220 watts. The pressers can be wired for other voltages and supplied in any color combination on special orders. The list price is \$9.80. Manufactured by Wise-McClung Corp., New Philadelphia, Ohio.—*Electrical Merchandising*, September, 1930.

Lehman Percolator

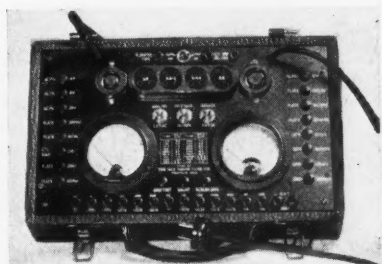
Lehman Bros., 197 Grand St., New York City, manufacturers of "Electro-Craftware" announces a new electric percolator, No. 65/840 of genuine solid copper with a 10-cup capacity. It is equipped with a cold water pump with an auto fuse. It is finished in chromium or nickel. The retail price of the nickel finish is \$13.50.—*Electrical Merchandising*, September, 1930.

New Electrical Merchandise



**Westinghouse
Percolator**

To meet the demand for an electric percolator with an earthenware container, Westinghouse Electric & Mfg. Co., Mansfield, Ohio, introduces the new China Pot. It is equipped with a Corox heating element and a Spencer disc thermostat, and is furnished in six-cup capacity. This pot is decorated with a conventionalized design and striping to fit with practically any table or room decorative scheme. The metal parts are finished in chrome.—*Electrical Merchandising*, September, 1930.



Flewelling Analyzer

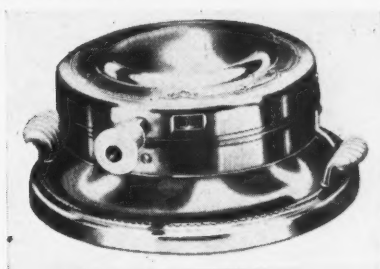
This instrument combines a complete analyzer and a.c. tube checker in a single leather carrying case, manufactured by the Van Horne Tube Co., Franklin, Ohio. It will make a complete analysis of circuit conditions in any radio receiver or electrical apparatus within 800 volts a.c. or d.c. and up to 100 milliamperes. The instrument is operated by means of push buttons, and 11 meter ranges are available through the use of pin jacks for external testing. A panel chart of tube ratings is included as an integral part of the instrument, permitting a complete analysis of any radio receiver and an independent check on its tubes. The meters used are large size bakelite case 3 in. Weston or Jewell. The instrument is fully protected so that no damage may result from incorrect operation. The price is \$82.—*Electrical Merchandising*, September, 1930.

**Automatic Switch and
Manual Control**

This device eliminates the necessity of a separate switch, and its disadvantages, on automatic electric water heaters. It consists of a standard double pole Kercher thermal switch, which controls the temperature of the water automatically with a tumbler switch arrangement that may be operated manually. The circuit is broken by the snap action of the Kercher pressure cell. Likewise, the tumbler arrangement effects a quick make and break when manually operated. It is manufactured by Wesix, Inc., 390 First St., San Francisco, Calif.—*Electrical Merchandising*, September, 1930.

**Automatic Hotpoint
Waffle Irons**

Three new automatic waffle irons have been added to the Hotpoint line of Edison General Electric Appliance Co., Inc., 5600 W. Taylor St., Chicago, Ill. They are equipped with a temperature indicator which tells when to start baking, a temperature control which automatically maintains the proper heat, and an expansion hinge. Other important features are a Hi-Speed Calrod electric heating element, and an air cooled base. The Ambassador, No. 129Y175, is finished in non-tarnishing Hotpoint chromeplate. The retail price is \$20. The Chastleton, No. 129Y178, illustrated, also finished in chromeplate, and retails at \$14.50. The Trinity, No. 127Y176, is finished in nickel, and retails at \$12.50. Other non-automatic models range in price from \$9.45.—*Electrical Merchandising*, September, 1930.



**Uno Bridge Fixture
Adapter**

A new Prong Adapter, recently placed on the market, makes it possible to convert a standard Uno bridge lampshade fixture into a prong fixture for use on a table lamp or any other type of lamp. It is made of spring steel wire finished in brass, and can be slipped over the 2 1/2-in. candle ring fixture of a bridge lamp shade, instantly converting the shade into a prong type fixture. It is especially recommended for lamp, gift and electric shops, also department stores carrying electric lamps, as a time saver and a stock reducer. It is manufactured by W. N. de Sherbinin, Box 603, Hastings on the Hudson, N. Y., and can be retailed at about fifteen cents.—*Electrical Merchandising*, September, 1930.



Low-Priced Frigidaire

To meet the demand for a popular priced electric refrigerator, Frigidaire Corp., Dayton, Ohio, announces their latest model. It contains all the outstanding features of the regular Frigidaire, has four and a half sq.ft. of shelf-space, and is finished in gray porcelain-on-steel, inside and out. The retail price at the factory is \$157.50. A second model, \$10 higher, contains six sq.ft. of shelf space.—*Electrical Merchandising*, September, 1930.

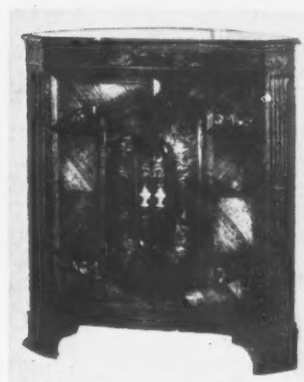


**Philco Midget and
Concert Grand**

The largest and the smallest models ever to be produced by the Philadelphia Storage Battery Co., Philadelphia, Pa., are now ready for the market.

The "Baby Grand" is a midget set using seven tubes, of which three are screen grids, two being employed in tuned r.f. stages. Push-pull audio is also incorporated. A tone control is standard and the dial is illuminated. This junior model is 16 in. high x 17 1/2 in. wide. Price, \$49.50, less tubes.

The "Concert Grand" is a combination built on rather unusual lines. The sides are receding so that it will fit into a corner of the room. Another feature of this model is the baffleboard said to be the largest and heaviest in use. It measures approximately 12 ft. square. The Philco "screen grid plus" chassis is used and the tone control regulates not only the radio reception but the phonograph unit as well. The cabinet is American burl and butt walnut and measures 45 in. high by 43 1/2 in. wide. \$350, less tubes.—*Electrical Merchandising*, September, 1930.

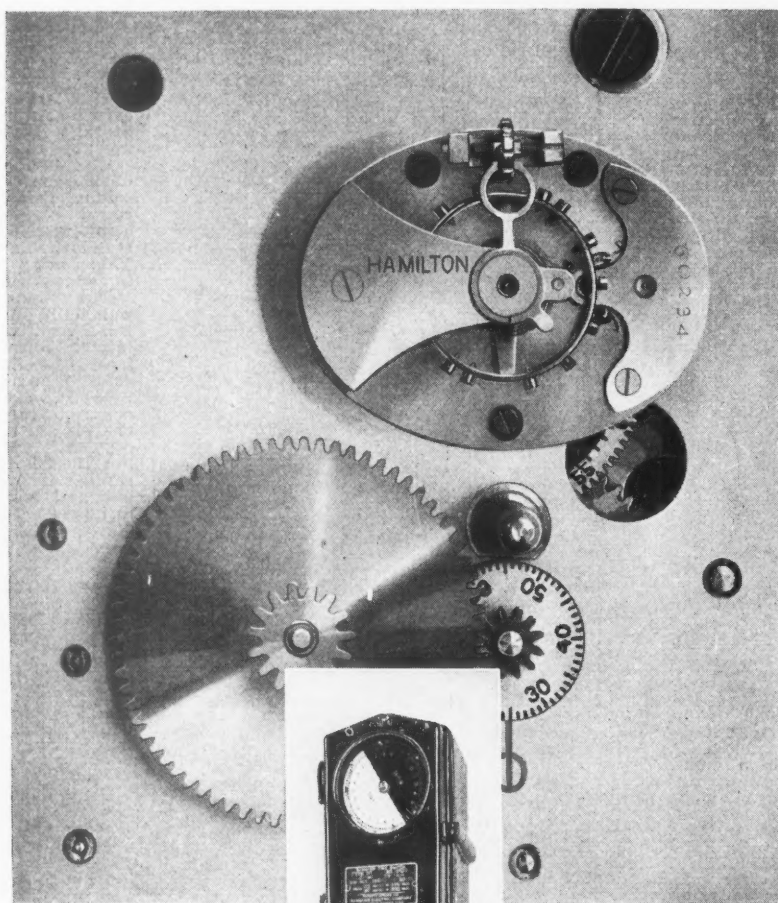


3-Position Pilot Switch

Motor driven pumps, compressors, and similar machines which are controlled by an automatic pilot device such as a float switch, pressure switch, time clock, etc., often require some means of starting and stopping the motor manually, and Cutler-Hammer, Inc., 123 12th St., Milwaukee, Wis., has developed a new three-position pilot switch for this purpose. The operating lever can be placed in either of three positions—"automatic," "off" or "manual." In "automatic" normal automatic operation is obtained. In "off" the pilot circuit is opened and the motor cannot be started from any other control point. In "manual" the control circuit is closed, and the motor will run continuously, regardless of any other control devices. The construction consists of a two button push-button switch inside the case, the buttons of which are operated by a cam attached to the operating lever.—*Electrical Merchandising*, September, 1930.

the New **SANGAMO TIME-SWITCH**

IS DESIGNED BY ENGINEERS TO MEET
ENGINEERING IDEAS OF PERFORMANCE



Close-up of the escapement of the Sangamo Time-switch with cover open, with dial off and with dust cap for escapement removed. Precision of design and construction is evident throughout. Accurate adjustment of clock movement is insured by micrometer adjustment provided on escapement.

Precise synchronization of switching operation with clock movement is effected by dial located below the escapement. Inset: Sangamo Time-switch with conduit-connected base.

THE Sangamo Time-switch has been designed and constructed to measure up fully to every engineering requirement of performance: accurate time-keeping, operation through current interruptions, independence of frequency and voltage variations, suitability for a. c. or d. c. operation.

The Sangamo Time-switch embodies the high-grade construction of the Hamilton-Sangamo clock. The clock mechanism is a standard Hamilton-Sangamo movement with a jeweled Hamilton escapement, temperature compensated, and equipped with a micrometer adjustment, providing perfect regulation without removing the protecting dust cap.

The switch mechanism is actuated by the mainspring through a differential gear. It is not affected by current interruptions, because the mainspring is kept at a constant tension

by a noiseless Sangamo motor.

The 24-hour dial is arranged to provide one "open" or "close" operation, as frequently as every fifteen minutes through a 24-hour cycle.

All working parts are readily accessible, removable as units and interchangeable. This results in low cost operation and maintenance.

Sangamo Time-switches are available with HC Meter terminal chamber or conduit-connected base.

Send for literature.

SANGAMO ELECTRIC COMPANY, SPRINGFIELD, ILLINOIS

The Firing Line News.

New York

"For the Man at the Sales Front"

September, 1930

To Combine Electrical and Radio Shows

New York Sept. 22-27; Chicago Oct. 20-26

NEW YORK, N. Y.—Suggestions as to the advantages to be derived from handling household electrical appliances, along with radio receivers, and accessories will be given radio dealers at the forthcoming Electrical-Radio World's Fair, Madison Square Garden, Sept. 22-27, inclusive, and approximately a month later in Chicago, at the Coliseum, with the advent of the ninth annual Chicago Show, October 20-26, inclusive.

The suggestion will be made by electrical manufacturers, themselves, who will not only display their products to the 550,000 visitors, who annually attend these two national expositions, but to the dealers as well, during trade hours, 11 A.M. to 1 P.M.

It so happens that the Electrical League of New York decided, several months ago, not to hold its annual exposition this year. Chicago has not had an electrical show for a number of years. As a result the decision to include electrical appliances and radio in the same shows is being regarded with favor by both branches of the electrical manufacturing industry.

Radio dealers welcome the presence of electrical appliances because of their need to flatten out the sales curve which is too sharply peaked to produce maximum profits. Radio dealers have long been accustomed to inspect and compare, side by side, the products of various manufacturers at the two Shows. Such inspection leads, in actual practice, to more rapid buying decisions because the dealer, and wholesaler as well is able to compare price and quality on the spot and to determine in their own mind the advantages of taking on a particular line.

Standard Transformer Formed

The Standard Transformer Corp., with offices and factory at 852 Blackhawk Street, Chicago, has been organized by Jerome J. Kahn and C. R. Bluzat, formerly sales manager and sales engineer respectively with the Transformer Corporation of America.

Both of these men have been in the battery and eliminator business and have grown along with the power factor end of the industry.

Williams Entertains 3,000 at Annual Convention

41 Per Cent Sales Increase Reported

BLOOMINGTON, ILL.—The sixth International Williams Ice-O-Matic Convention opened here recently with 3,235 dealers, salesmen and service men present. This is said to be the largest commercial gathering of any single organization in the world.

"Electrical refrigeration is becoming an increasingly important part of our business," said Mr. Williams.

"Despite somewhat unsettled general business conditions, Ice-O-Matic shipments for the first seven months of 1930 increased 41% over the corresponding period of last year. The increase in our export sales has been even greater.

"We should be alive to the increasing market for refrigeration which will be created by the widespread distribution of frozen foods. Vegetables and fruits, as well as fresh meats and fish will be packaged at the point of production and quick-frozen. One enterprising Florida firm offered us a supply of fish fillets that were prepared in individual portions and shipped in special dry-iced containers."

Disinterested observers agree that in point of attendance, of interest and of value to dealers and salesmen, this sixth International Williams Ice-O-Matic Convention was one of the most important in the industry. It is reassuring proof, if any be needed, of the sound foundation and the rapid growth in the field of mechanical refrigeration.

Cutler-Hammer Acquires Reynolite Division of Reynolds Spring

Effective August 1, 1930 the Reynolite Division of the Reynolds Spring Co., Jackson, Michigan, became the wholly owned subsidiary of Cutler-Hammer, Inc. This transaction brought into the constantly growing Cutler-Hammer line, the well known and widely sold Reynolite products; bakelite flush plates, plural plugs, etc. It is said that the Reynolite name marked the first flush plates molded of bakelite and today marks the most complete line of such plates in the world.

T. O. Kennedy Appointed Chairman Commercial Section N.E.L.A.

More Honors



C. L. Edgar, acting president of the Society for Electrical Development in company with Thomas A. Edison at Mr. Edison's laboratory in Orange, New Jersey, on the occasion of Mr. Edgar's presentation to the distinguished inventor of an engrossed set of resolutions presented by the Board of Directors of the Society as a testimonial of its esteem and appreciation.

Reid With Beardsley & Wolcott

New Vice-President and General Manager

R. W. Reid, formerly assistant general manager of the Taft-Pierce Company of Woonsocket, R. I., was appointed vice-president and general manager of the Beardsley & Wolcott Mfg. Company of Waterbury, Connecticut, manufacturers of Torrid electrical appliances, at a recent directors' meeting. Mr. Reid succeeds C. E. Beardsley, formerly president and general manager, who resigned.

Rowley W. Phillips, secretary of McKesson-Robbins Company, was re-elected secretary. Francis W. Phillips succeeds Mr. Beardsley as treasurer. Emil Mannweiler, of the Eastern Malleable Iron Company, was elected to the Board of Directors.

Ohio Public Service Executive Succeeds Marshall Sampsell

T. O. KENNEDY, vice-president and general manager of the Ohio Public Service Company, Cleveland, has been appointed chairman of the Commercial National Section of the National Electric Light Association.

The name of Ted Kennedy, as he is familiarly known, has been intimately associated with public utility affairs and there have been few activities in the electrical industry in which he has not been a participant or in which his influence has not been felt.

Since being graduated from the University of Missouri in 1907, Mr. Kennedy has been associated with the Doherty interests in the construction, operating and managing divisions of public utility properties. He first served with the Denver Gas & Electric Company, then with the Montgomery Light & Water Power Company of Montgomery, Ala., and then with the Lincoln Gas & Electric Company, Lincoln, Neb. He spent two years on the work of constructing the hydroelectric development of the White River in Missouri, following which he went to the New York office of H. L. Doherty & Company, in general charge of all construction work. In 1914 he was sent to Massillon, Ohio, as general manager of the Massillon Gas & Electric Company, and in 1917 he returned to Denver as general superintendent of the Denver Gas & Electric Company. In 1922 he was sent to Cleveland as vice-president and general manager of the Ohio Public Service Company, the position he now holds.

Mr. Kennedy has devoted himself unstintingly to association and civic interests. Since establishing residence in Ohio he has been president of the Ohio Electric Light Association and chairman of the Ohio Committee on Public Utility Information. While in Denver he served as president of the Rocky Mountain Division of the N.E.L.A., president of the Electric Cooperative League and as chairman of the Rocky Mountain Committee on Public Utility Information. He has held many bureau and committee chairmanships in the N.E.L.A.

Giant



Keith Henney, authority on radio tubes and radio, standing beside one of the largest tubes ever made—100 kw. It is worth approximately \$2,000 and would run 100 quadrillion average radio sets.

St. Jo Sells 246 Refrigerators in 60 Days

32 Per Cent Over Quota

The New Business Department of the St. Joseph Railway, Light, Heat & Power Company has just completed a successful two months' sale of electric refrigerators, with total sales of 246 units, 231 of which were domestic and 33 commercial installations. A quota of 200 machines was exceeded by 32 per cent.

The campaign was unique in several respects. The aid of all customers who owned an electric refrigerator prior to the campaign, all employees of the St. Joseph Gas Co. and Cities Service Oil Co. of St. Joseph, as well as all employees of the electric company, was enlisted by means of bonuses and prizes offered for the names of prospects interested in electric refrigerators.

Letters were sent out to all ice machine owners, offering them a Hydrator for the names of their friends and neighbors whom they considered prospects for electric refrigerators. Forty such names submitted by owners resulted in sales.

A letter was sent to all of the employees of the above mentioned three companies, containing a double offer which consisted of a coupon worth \$50 to apply on the purchase of an ice machine by an employee, and an offer of \$5 for each prospect submitted to whom a refrigerator was sold. Prizes were also offered to the employees submitting the most prospects to whom sales were made.

The coupon offer resulted in the sale of 70 machines to employees. First prize for prospects, amounting to \$75, was won by Harold Walter of the electric company, second and third prizes, totaling the same amount, were divided equally among Mrs. O. D. Karnes and E. W. Teaford of the electric company and G. D. France of the gas company, all of whom tied for second place.

I.E.S. Sponsors Courses in Architecture for Lighting Men

To Be Held in Chicago and New York

NEW YORK, N. Y.—As a result of the increasing use of light for utilitarian illuminations and decorative purposes, the architectural profession and the illuminating engineer are being brought into ever closer relationship. The Illuminating Engineering Society believes that in order to be of real service to the architect, the illuminating engineer must know more about the architect's problems and be able to talk to the architect in his own language. To accomplish this purpose two courses in the fundamentals of architecture for illuminating engineers are being organized by the Society to be held concurrently in the early fall.

One of these courses, limited to 75 registrations, will be held at the Architectural League Club House, New York City, under the auspices of Columbia University, from September 8 to 13, inclusive, and the other limited to 100 registrations, will be held concurrently at the Art Institute, Chicago, by the Schools of Architecture of the University of Illinois and the Armour Institute. Both courses will consist of two lectures each day for five days in the fundamentals of architecture and allied subjects, by professors of architecture of the respective universities. After lunch each day, the groups will be addressed by prominent architects and they will then be taken on inspection trips to interesting buildings. On the morning of the sixth day, a general open forum will be held to summarize the work.

The architect and the illuminating engineer both have their ideals, and the architectural courses as planned by the Society should assist in bringing about a mutual understanding and respect of the problems and aspirations of each as they affect the use of artificial light.

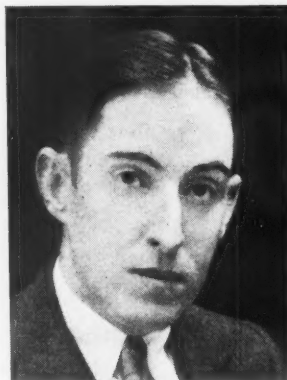
Quincy Wins Merchandise Selling Trophy

New England Power Sales Highest

BOSTON, MASS.—Exceeding their quota by 97.0 per cent, the Quincy Electric Light and Power Company, subsidiary of the New England Power Association, led all other member companies in the merchandise selling contest for the second quarter of the year.

Sales for all companies were higher in June by 21.2 per cent over last year. Similarly for the 12 months to date the companies have sold \$2,175,739 worth of appliances, the highest twelve months' figure ever obtained by the retail companies.

Electrical Men in



McFadden

W. W. McFadden, who has been appointed manager, the new Sales Service Section of the Westinghouse plant at Mansfield, O.



Hutchins

Henry A. Hutchins, Jr., has recently been appointed director of sales for National Union Radio, tube makers.

When Chiefs Meet



P. B. Zimmerman, sales manager, and Walter J. Daily, sales promotion manager, of the electric refrigeration department, General Electric Company, are shown with Max Big Man, leading Crow Indian, on the Crow Reservation, near Hardin, Mont. They were introduced by F. B. Connelly, G.E. distributor at Billings, Mont.

Washington Sells 456 Hot Plates

SPOKANE, WASH.—A total of 456 Hotpoint twin plates were sold on the system of The Washington Water Power Company, Spokane, Wash., during the month of June, according to a report from the assistant sales manager, Ross B. McElroy.

The plates were sold at \$9.90; 90 cents down and \$1 per month. Of the total sold, suburban towns sold 289 and Spokane sold 167. Outstanding towns were as follows: Lewiston 40; Coeur d'Alene 25; Pullman 18; Rosalia 17; Moscow 15; Troy 15; Colfax 13; Chelan 13; Oroville 11; and Lind 10.

New Westinghouse Lamp Sales Plan

Features Increased Margins

A. E. Allen, vice-president, Westinghouse Lamp Company in announcing the new Mazda lamp sales plan and discount schedules for agents and purchasers, effective September 1, 1930, said:

"The merchandising distribution system of this country has been rapidly changing. Margins of profit which were considered adequate and equitable a few years ago, in many cases can no longer be considered so now. The Westinghouse Lamp Company feels that dealers and jobbers are entitled to a more adequate compensation for properly functioning and rendering service, but at the same time, the consuming public must not be called upon to meet this existing inadequacy.

"The Westinghouse Lamp Company, because of modern production facilities and decreased manufacturing costs, has passed on to the consumer, jobber and dealer, substantial savings."

Mr. Allen further said: "The three principal features of this new plan are:

"First—It provides a higher rate of compensation for 94 per cent of the retailers of Westinghouse Mazda Lamps.

"Second—It more fully recognizes the proper function of the wholesaler and compensates accordingly.

"Third—The special discount to be given for the purchase of any 6 or more lamps is also an important feature of the new plan."

Robbins & Myers Changes

Two new office managers have been appointed by the Robbins & Myers Sales, Inc., Thomas W. Quilter takes charge of Atlanta, succeeding C. V. Malone, resigned; W. S. Potter takes charge of Philadelphia, succeeding R. C. Decker, resigned.

the Month's News



Staake

Another addition to the growing personnel of National Union—Paul Staake, who will direct advertising.



Taylor

An old hand at advertising, Albert M. Taylor has just been appointed director of Advertising for the Kelvinator Corporation.

Kelvinator Advertising With New Agency

Placing of the advertising account of the Kelvinator Corporation, Detroit, with Brooke, Smith & French, Inc., Detroit advertising agency, is announced by H. W. Burritt, Kelvinator's vice-president in charge of sales. The advent of this agency is something in the nature of a home-coming, as this same organization was associated with Kelvinator from 1924 to 1927, and the account executives who will be most actively engaged in Kelvinator work are men who are widely known throughout the distributor and dealer organization because of their previous connection with Kelvinator advertising campaign.

The new agency connection became effective August 1st. Plans are now being developed for the coming year's program.

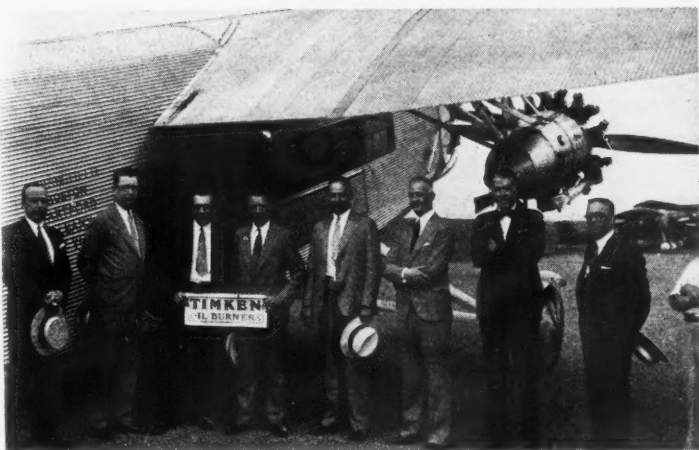
Georgia Not So Good on Washers, Ironers

Sell Only 75 Per Cent of Quota

ATLANTA, GA.—The recent washer and ironer campaign sponsored by the Georgia Power Company, the first that they have attempted, incidentally, resulted in the sale of 227 washers and 80 ironers, practically 75 per cent of the quota established. It's news when Georgia fails to make a quota.

The Georgia salesmen seem to show a greater response when ranges or refrigerators are dangled before them because although they have just broken records in two recent campaigns on these two devices, they are hot on the trail of Old Man Quota again. Ranges this time. They expect to sell 1,000 or more ranges in 18 days.

All By Air



When executives of the Timken-Detroit Company, manufacturers of oil burners, wanted to attend regional meetings in seven important cities they used plane to speed up the process. Left to right, in the picture: I. L. Peil, E. V. Walsh,

sales manager; T. A. Crawford, sales promotion manager; H. Flinn, vice-president and general manager; M. A. Powers, chief engineer; W. D. Mowry and H. W. Stowe, Jr., distributors in the New England area.

Appliance Exports Hit New High

\$71,149,595 Shipped in First Six Months

Surpassing the record total of the corresponding period of last year, United States electrical equipment exports reached a new high level during the first six months of 1930 according to the Electrical Division, Department of Commerce.

The total recorded for the first six months of 1930 is \$71,149,595 as compared with \$70,314,999 in the first half of 1929.

Some of the larger gains shown for current year's six-month period were made by radio apparatus, electrical refrigerators, flashlight batteries, washing machines, vacuum cleaners, and power and distribution transformers.

Exports of radio apparatus amounted to \$7,990,901 during the first half of the current year as compared with \$6,976,901 during the first six months of last year. The combined total for electric household refrigerators and electric commercial refrigerators up to one ton amounted to \$6,930,332 in the current year's period as compared with \$6,239,199 for the 1929 half year.

Shipments of flashlight batteries for the 1930 period aggregated \$1,883,476 in comparison with \$1,838,766 for the first six months of 1929.

Electric washing machine shipments totaled \$984,628 as compared with \$960,666 for the first half of last year.

Cleaner Sales Show Decline

May Volume 27,000 Units Off '29

NEW YORK, N. Y. Vacuum cleaner sales for 1930 continue to show sharp declines from the monthly volumes of 1929.

The most recent figures released by the Vacuum Cleaner Manufacturers' Association, giving the total sales for the month of May show a drop from 119,298 units in 1929 to 92,280 units for May, 1930.

Sales for the first five months of 1930 total 473,214 units as compared with 559,237 units for 1929.

The comparative figures for the first five months follow:

	1929	1930
January	85,501	73,721
February	97,114	89,414
March	131,448	114,460
April	125,876	103,339
May	119,298	92,280
	559,237	473,214

Louis Allis Booklet

The Louis Allis Company, manufacturers of direct and alternating current motors, have just issued an eight-page booklet describing their new type J totally-enclosed fan-cooled motor.

Serious



W. A. "Art" Grove, manager, advertising and sales promotion for Edison General Electric Appliance Company, takes part in a Hotpoint tourney. One chap that takes his golf seriously.

Add-A-Light to Boost Portable Lamp Sales

Lamp Companies Get Behind New Activity

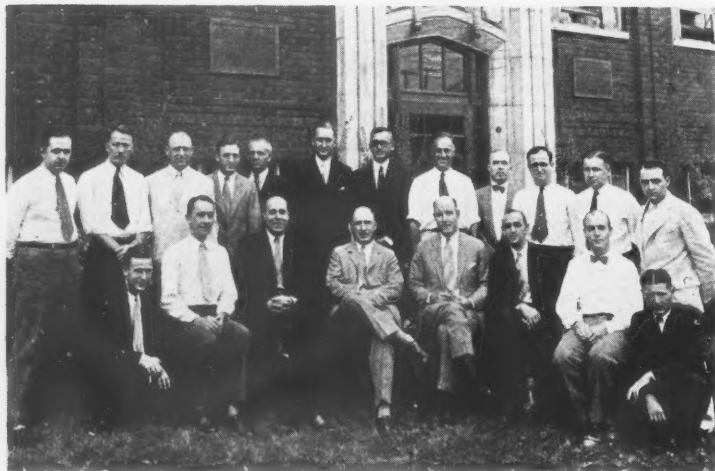
NEW YORK, N. Y.—Many branches of the electrical industry are co-ordinating their fall advertising and sales programs with the Add-A-Light campaign. This activity is the result of the realization of the Mazda lamp manufacturers and the manufacturers of portable lamps that they together have an interest in improving the illumination of the home. Whereas a conservative estimate places the number of portable lamps needed for proper lighting at nine, the average home now has only three. To add one portable lamp to this average is the goal of the campaign.

The Add-A-Light Campaign is set for the late October and early November. This is the greatest lamp buying time of the year, as people are turning their attention toward beautifying their homes and making them more comfortable. Also, as this closely precedes the Christmas season, the campaign will have created a market quite favorable to buying portable lamps as gifts.

Muter Heads Utah Radio Sales

Leslie F. Muter, pioneer in the radio industry and prominent in the affairs of the Radio Manufacturers' Association, has been appointed vice-president in charge of sales of the Utah Radio Products Company, with offices at the company's general headquarters in Chicago, it was announced today by Henry C. Forster, executive vice-president. The appointment is effective as of July 1.

Big Heating Element Men From Pittsburgh



A good bunch of Chromolox sales executives and engineers gathered at the Edwin L. Wiegand factory, Pittsburgh. Standing, left to right—C. J. Boeringer, application engineer; O. J. Lenmark, Minneapolis; E. W. Manter, Boston; E. E. Bolds, Cleveland; G. G. Jackson, prod. engineer; Fred I. Tourtelot, Chicago; A. B. Beach, Cleveland; Wm. G. Merowit, Buffalo; M. B. Rosevear, Bloomfield, N. J.; Milton

Epstein, St. Louis; C. M. Adams, Detroit; G. A. Smith, order dept. Front row—F. L. Deinert, test engineer; Mark M. Greer, asst. sales manager; A. P. Wiegand, vice-pres. in charge of production; Edwin L. Wiegand, president; Ernest N. Calhoun, sales manager; H. C. Cunningham, design engineer; W. Hunter Snead, sales promotion manager; E. E. Stolp, Chicago. A good-looking bunch.

Copco Ice-Box Drive Stirs Competition

MEDFORD, O.—A General Electric refrigerator campaign started July 1 to be carried on up until September 1, by all stores in the California Oregon Power Company (Medford, Ore.) and Mountain States territory, and some keen competition has already developed between the two companies. The "mountaineers" produced the winner in the recent range campaign and the Copco sales crew are determined to come out "on the top" in this contest.

Several districts are already over the top in the contest according to the latest edition of "On the Top News," just off the press. Greybull, Wyo., is leading the field with 118 per cent of quota; Whitefish, Mont., follows with 103 per cent and Baker, Mont., next, with an even 100 per cent.

Loomis New V-P at Consolidated

CORAOPOLIS, PA.—Franklin W. Loomis, for the past seven years development and lighting engineer for the Consolidated Lamp and Glass Company, has just been appointed vice-president of the company, according to a recent announcement by James M. Lewis, president.

Jack Harris with Brammer

DAVENPORT, IA.—Rounding out his first year with the Brammer Washing Machine Company, Davenport, Iowa, Jack Harris, sales manager, is celebrating by announcing a new model. For the previous fourteen years Mr. Harris has been associated with washing machine manufacturers.

S.E.D. Issues New Lighting Book

"Decorate with Light" Main Subject

In the interest of fostering year-around attention on decorative lighting suitable for all types of holidays and social events, the National Decorate-With-Light Committee is making available through the Society for Electrical Development a colorful plan book complimentary copies of which are being given distribution among electrical leagues and all member companies of the national associations.

Presenting an *electricalendar*, which spots and suggests periods where there is apt to be high public and individual interest in decorative lighting, the plan book also provides a wealth of historical background with respect to such occasions as Christmas, New Year's Day, Lincoln's Birthday, St. Valentine's Day, Washington's Birthday, St. Patrick's Day, Memorial Day, Independence Day, Labor Day, Columbus Day, Halloween and Thanksgiving. In addition holidays with especial local appeal are listed together with brief annotations as to their significance.

A special section dealing only with outdoor decorative lighting during the Christmas season provides a complete operating manual on the ways and means of arousing local public interest in this event. Copies of the complete lighting brochure are available in quantities at a nominal consideration by writing to the Society for Electrical Development at 420 Lexington Avenue, New York City.

Westinghouse Creates Executive Positions

Commercial Vice-Presidents Appointed

Three new executive positions, the offices of commercial vice-president, have been created by the Board of Directors of the Westinghouse Electric and Manufacturing Company, President F. A. Merrick announces.

C. E. Stephens was selected to occupy the new position for the Atlantic Division; N. G. Symonds for the Central Division and W. R. Marshall for the Pacific Division.

Each of the new commercial vice-presidents has been district manager and will retain the duties of that position in addition to those of the new office. The commercial vice-presidents will report to Vice-President W. S. Rugg, who is in charge of sales and engineering. They will be his representatives in the general supervision of field activities and in the advancement of the commercial interests of the company.

Edison Receives Curtis Lighting Book

Presented at Interview by L. H. Graves

In his office at Orange, New Jersey, recently, Thomas A. Edison was presented with his copy of "The Lighting Book," autographed by Augustus D. Curtis, president of Curtis Lighting, Inc. The presentation was made by L. H. Graves, head of the New York office of the Curtis firm.

Appliances Rank with Jewelry as Gift Items

Westinghouse Gets Up Unique Booklet

In a recent publication entitled "The Electrical Gift Book," the Westinghouse Electric Supply Company has demonstrated in a superb manner the suitability of electrical appliances as gift items for every occasion when gifts are in order.

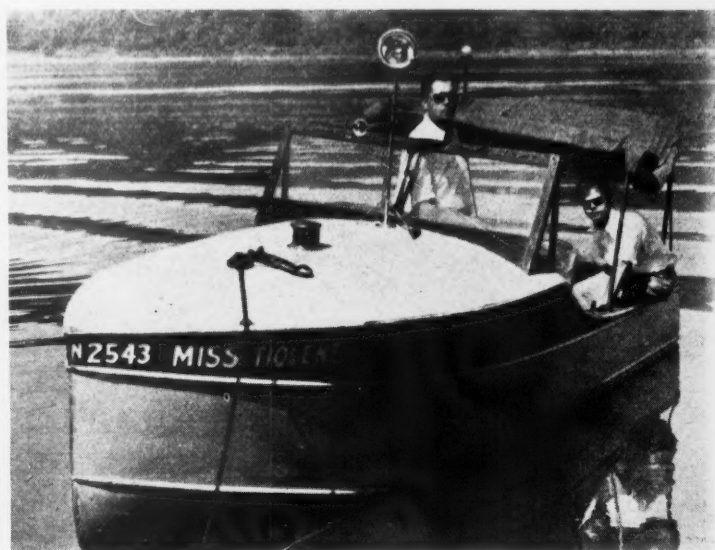
The book itself is an example of unusual catalog construction, combining artistic merit with an informal presentation of subject matter in a way that intrigues the reader into a complete reading of the book from cover to cover.

An exquisite cover design done in full color with silver filigree border, depicts a charming Miss performing the delightful task of untying an electrical gift package.

Seven chapters comprise the contents of the book. Each appliance is listed under its proper chapter, according to its use in the home. "For the Dining Room and Breakfast Nook" are listed such things as percolator sets, waffle irons, toasters, and the like; whereas under the chapter heading, "For the Bedroom, Boudoir and Bath" are to be found curling irons, hair dryers, vibrators, and many other similar appliances. There are over one hundred illustrations in all, showing what a wide variety of electrical appliances may be properly classified as gift items, and ranging in price from the most economical to the more expensive styles and models.

Listed in the Electrical Gift Book are the products of twenty different electrical manufacturers. Each item is adequately described.

Still More Endurance



Powel Crosley, Jr., son of the radio manufacturer (left, standing), and Tom Johnson, both of Cincinnati, in their boat "Miss Tiolene," as they started an outboard motor

endurance contest on the Ohio River at Cincinnati. They managed to keep going several days and nights until a cold spark plug they were changing stopped the motor.

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